

CHEMIST & DRUGGIST

The newsweekly for pharmacy

July 31, 1993

HC 45 NUROFEN CREAM E45 NYLAX RUSKS FARLEY'S BABY MILKS EYE DEW



*Ever wondered
who keeps Farley's
Mealtimers, E45
and Nurofen in the
best of health?*

Farley's Meal Timers have their highest ever market share, Nurofen's back on T.V. with a new campaign and a £2 million spend, and E45 is being launched as a lotion. Makes you think, doesn't it?

TIMERS FAREX PR SPRAY OPTREX KARVOL STREPSILS SWEETEX COMPLAN FEMFRESH DEQUACAIN ASILONE

Scots seek 90p fee and £20,000 PA

Dispensing row breaks out in Suffolk town

Hollyman treads campaign trail

Incontinence: a retail winner?

Millar frustrated by PSNC lack of progress on pay

Allen 'price tag' ruling quashed on appeal

Wellcome win US patent case

Hawksworth puts customers first

HC 45 NUROFEN CREAM E45 NYLAX RUSKS FARLEY'S BABY MILKS EYE DEW

Cold Sore Sufferers Need You!

One person in five of the UK population suffer the embarrassment, pain and social stigma of cold sores, up to 12 times per year.

Until now, sufferers have been able to buy mainly palliative 'treatments' from pharmacies, so its not surprising that nearly 75% of those who develop cold sores do not buy an OTC remedy – they are suffering in silence.

Currently 8% of sufferers receive treatment from a GP with a Zovirax Cream prescription. Zovirax Cream, when used at the early stage of a cold sore attack, can prevent it developing.

The new 'P' status will allow patients who were unaware of the product or did not want to consult a GP for treatment to have quick and ready access to the product.

Zovirax Cold Sore Cream

Zovirax Cold Sore Cream will be the breakthrough that cold sore sufferers have been waiting for. Customers will now be able to buy and use the only product which can prevent a cold sore developing when they really need it – at the early or 'tingle' stage.

75% of customers ask pharmacy staff for advice about minor ailments, and cold sore sufferers are no exception. The roles of the pharmacists and pharmacy assistants are therefore vitally important in providing essential information and advice about cold sores and Zovirax Cold Sore Cream.

Cold Sore Countdown Programme

To help you advise your customers on all treatment issues, the Wellcome Foundation Limited have developed a 3-part Cold Sore Countdown Programme – it will be sent to all Pharmacists and Pharmacy Assistants before the launch of Zovirax Cold Sore Cream.

It contains all the essential information needed

to effectively sell Zovirax Cold Sore Cream and counsel patients.

The Countdown Programme covers the following topics:

- Z** The cause and epidemiology of cold sores
- Z** How Herpes Simplex multiplies
- Z** Clinical course of cold sores
- Z** Common trigger factors
- Z** Counselling your patients
- Z** Essential information about Zovirax Cold Sore Cream

At the end of each module there is a self-assessment quiz.

Please use the materials. They have been specially designed for use by pharmacists and their staff.

"The Cold Sore training materials produced by Wellcome are amongst the best I have seen. Important information is set out clearly, both for pharmacists and their assistants"

Brian Winograd, Pharmacist, Maida Vale, London

Wellcome can provide additional copies of the Countdown Education Programme if required and the Wellcome Medical Information team are happy to provide further information for you.

Please feel free to call them on **0270-583 151**.

Zovirax Cold Sore Cream will be available mid July/August dependent on the POM Order change. Remember, Zovirax Cold Sore Cream is the product 12 million cold sore sufferers have been waiting for.


ZOVIRAX[®]
COLD SORE CREAM

Early use can stop a cold sore

EDITORIAL

Editor: John Skelton, MRPharmS
Deputy Editor: Patrick Grice, MRPharmS
Contributing Editor: Adrienne de Mont, MRPharmS
Business Editor: Zachary Goldring, MSc
News Editor: Jane Feely, PhD, MRPharmS
Beauty Editor: Sarah Purcell, BA
Technical Reporter: Maria Murray, MRPharmS
Art Editor: Tony Lamb

Price List Controller: Colin Simpson

ADVERTISING

Advertisement Manager:
 Ian Gerrard
Assistant Advertisement Manager:
 Doug Mytton
Advertisement Executives:
 Julian de Bruxelles
Production: Shirley Wilson
Advertisement Director:
 Frances Shortland

PUBLISHER

Publisher: Ronald Salmon, FRPharmS

PUBLISHING DIRECTOR

Director: Felim O'Brien

Published Saturdays by Benn Publications Ltd. (member, United Newspapers Group), Sovereign Way, Tonbridge, Kent, TN9 1RW
 Telephone: 0732 364422
 Telex: 95132 Benton G
 Facsimile: 0732 361534

Subscriptions: Home £100 per annum. Overseas & Eire £140 per annum including postage. £2.10 per copy (postage extra).



Member of the Audit Bureau of Circulations



A United Newspapers publication

Scots seek £20,000 professional allowance and single-tier 90p fee 168
 Lack of settlement between PSNC and Department of Health hindering progress, says Millar

Bury St Edmonds pharmacies fight rural dispensing decision 169
 PSNC backs pharmacies which face loss of 30,000 scripts

On the campaign trail in Christchurch 170
 C&D joins pharmacist by-election candidate Peter Hollyman for the day

Incontinence products — a retail opportunity? 180
 Gerry Hay of Vernon-Carus looks at the prospects for pharmacies

Scots frustrated by negotiating deadlock in London 182
 Chairman Graeme Millar on the SPGC's long-term plan

Allen has price marking conviction quashed 185
 Price tickets have to be legible but not visible

Unigam case referred to European Court 185
 DoH discretion in granting licences under examination

Wellcome join Warner-Lambert in OTC alliance 186
 Warner-Lambert managing partner in new enterprise

Hawksworth puts Customer First 194
 Pharmacy wins *Daily Telegraph* customer service award

REGULARS

Topical Reflections	171
Script Specials	172
Medical Matters	172
Counterpoints	174
On TV Next Week	176
Questions & Answers	184
Business News	185
Advance Information	186
Business Link	193
Classified advertisements	187
About People	194

Comment

There have always been differences between the remuneration structure in England and Wales and that in Scotland. When Scottish contractors led the way with the introduction of a £6,900 professional allowance earlier this year (*C&D* January 23), those differences became significant. If the Scottish Pharmaceutical General Council succeeds in its ambition to move to a single-tier fee and a £20,000 allowance this year (see pp168, 182), the two systems of payment will — perhaps only for a while — bear little resemblance. However, the prospect of that wide difference is causing political concern. Ministers face embarrassment that the progressive deal on the table in Scotland cannot be emulated in England and Wales. And while the Scots are eager to settle, it might be sensible, from the NHS point of view, to keep the remuneration packages broadly similar.

The dead hand of the Treasury holds back all parties, something which SPGC chairman Graeme Millar sees as a major stumbling block. While he can approach the Health Minister and promote early day motions in the House of Commons (*C&D* July10), he cannot get direct access to the Treasury to convince them of his arguments. Mr Millar is an astute political operator — he claims not to negotiate through the Press — so when his frustrations at the lack of settlement between PSNC and the Department of Health “boil over”, be

sure it is another means of exerting pressure for the settlement he wants. Mr Millar is rightly worried about losing the momentum for the programme of change the SPGC envisages.

It is a radical proposal, moving more quickly away from a prescription-based system of payment than many might feel comfortable with. Were not the payment profile for the existing system and the one proposed for 1993-94 nearly identical, it is questionable whether it would have been as readily accepted as Mr Millar claims. Nonetheless it is moving pharmacy remuneration in exactly the direction the Government wishes it to go.

While the SPGC will not like the expected 1.5 per cent increase in the global sum, the Committee does seem able to work in partnership with the Scottish Health Department to think about longer term professional issues, in contrast to the adversarial relationship PSNC appears to enjoy with the DoH team. Yet Mr Millar denies there is a “cosy relationship” and does not accept that the SPGC operates in an easier negotiating set-up. It may be no coincidence though that the last three SPGC chairmen have all been or still are members of health boards and, as such, can put pharmacy's role into perspective.

Contractors in England and Wales should watch the situation carefully: they are likely to follow in Scotland's footsteps this year and, should the SPGC get its way, the £20,000 allowance could form a basis for next year's opening salvo from the DoH.

Scots seek £20,000 professional allowance

The Scottish Pharmaceutical General Council is pushing for a 1993-94 pay settlement with a single-tier fee of 90p and a professional allowance boosted from £6,900 to around £20,000.

SPGC chairman Graeme Millar (see p182 for full interview) is not expecting an increase in the global sum of more than 1.5 per cent, but is pushing for a radical redistribution of the money.

The allowance would be paid in full to all contractors dispensing over 6,250 prescriptions a month with a graduated allowance for pharmacies dispensing from 1,000 to 6,250 items. The conditions under which the

allowance would be paid will remain unchanged.

But Mr Millar is complaining that lack of progress in talks between the Pharmaceutical Services Negotiating Committee and Department of Health officials in London is preventing any settlement being implemented.

• This year's SPGC settlement might also see earlier payment made for expensive prescription items, hopes Mr Millar. Items above a certain cost would be handled as a matter of urgency by the Pricing Authority and paid early in line with wholesalers' bills.

"This means there would be nil

cost in holding expensive drugs in the pharmacy," he says.

Scottish contractors already get an advance payment of 90 per cent.

• The SPGC is preparing a letter for contractors or their accountants to pass to the Inland Revenue explaining why many pharmacies are seeing a fall in gross profit.

Pharmacists are attributing the fall in gross profit to NHS pay settlements, says Mr Millar, but drug inflation at 12 per cent is well ahead of general inflation. As long as that situation exists, turnover is going up but income is not. This makes gross profit comparisons inappropriate.

Labour MPs oppose mail order drugs

A proposed EC Directive seeking to permit medicines to be obtained by mail order has been condemned by 43 Labour MPs.

The move comes as a direct result of a letter mailed out by the Pharmaceutical Group of the European Community (PGE) who have strongly opposed the directive (C&D July 17 p89).

The MPs have tabled a parliamentary motion warning that such a development would imperil public safety, with the danger that prescription-only controls could be flouted through sales across national borders and with doctors and other practitioners being unaware of the medicines purchased by their patients.

Out of stock frustration boils over

All pharmacists occasionally experience the frustration of persistently out of stock lines. But pharmacist Eric York, from Northampton, had 17 medical lines repeatedly coming up "manufacturer unable to supply" from his wholesaler.

He phoned C&D with a list of problem lines, asking us to investigate, and we uncovered a list of woes:

• **Lariam:** Roche say recently publicised changes in malaria prophylaxis guidelines for travellers from the UK to sub-Saharan Africa have led to a surge in demand for Lariam (mefloquine). As a result, the company cannot guarantee supplies until September.

In the interim period, a free-phone service has been set up (Tel: 0500 123213) for medical and allied personnel to advise on the current supply position and, if necessary, on possible alternative prophylaxis recommended by the Hospital for Tropical Diseases.

• **Bactroban:** Beecham are instal-



ling a computer system, causing delays in orders being despatched. Any shortage at local wholesalers is only temporary, say Beecham.

• **Gammaglobulin:** A spokesman for Immuno says: "Due to two other suppliers having difficulties earlier in the year, we have seen an increase in demand for

Gammabulin. Stocks will be available but there will be periods of shortage over the next few months."

• **Genticin/Gentisone products:** Due to a change in Roche's manufacturing base, a backlog has built up which will take two to three weeks to clear.

• **Stesolid rectal tubes:** CP Pharmaceuticals are hoping to have a supply in by the end of this week. Pharmacists requiring urgent supplies can phone 0978 661261.

• **Sprilon:** Kabi Pharmacia say this will be available from mid-August. No reason was given for non-availability.

Sheffield Council votes in favour of pharmacy

Sheffield City Council has accepted a motion of notice calling on the Government to abandon plans to change the basis of pharmacy remuneration.

The motion was submitted by the Liberal Democrat Group on the Council following concerns that remuneration proposals could force pharmacies to close.

The notice of motion says that the Council:

• recognises the valuable work

done by pharmacists not only in dispensing medicines but also by way of advice

• believes that many people in Sheffield would suffer serious inconvenience if local pharmacies were to close

• is aware that many small independent pharmacists can only stay in business because of more generous remuneration for the first 1,700 prescriptions a month

PSG asks for modular professional allowance

The Pharmacy Support Group had written to Melvyn Jeremiah, Under-Secretary at the Department of Health, to put a case for a modular professional allowance.

The letter, signed by PSG Committee member Dinesh Patel, was prompted by the report of the Royal Pharmaceutical Society's working group on access to community pharmacy, as well as the latest proceedings on remuneration.

The PSG does not agree with the sliding scale approach to the professional allowance as envisaged by the Society's report. They are calling instead for a modular PA with no qualifying prescription threshold. They say this would help target, on a voluntary basis, community pharmacists best suited to carry out the various roles, as has happened with existing PMR and needle exchange schemes.

Trust tenders pharmacy services

A Welsh hospital trust is embarking on a competitive tender for its pharmaceutical services.

The move at Llanelli/Dinefwr NHS Trust in Dyfed is part of a market testing exercise. The pharmacy's clinical function has been separated from the supply side and the tender is understood to be for the supply function only.

The job will include procurement, storage, distribution and dispensing plus related aspects such as inventory control and provision of data. The contract is for three years from April 1, 1994.

David Williams, chief pharmacist at Prince Philip Hospital, Llanelli, said the move followed a management decision taken by the Trust. "I have every confidence that the in-house bid will be successful and that we will continue to provide a high quality, value for money and integrated pharmacy service."

Distance learning awards

The De Brus crown logo should soon be a familiar sight in UK pharmacies if staff are put forward for the company's 11 distance learning modules in product knowledge and selling skills that culminate in the Pharmacy Assistant Awards.

The awards scheme is endorsed by the National Pharmaceutical Association and supported by *Chemist & Druggist*. The grand final to decide which assistants and partners will win three week-long holidays for two in Cyprus is scheduled for Autumn 1994.

Full details will appear in next week's issue (August 7) with the entry form.

MP claims Selected List 'blackmail'

Mr James Couchman (Con), an advisor to Pfizer, has accused the Government of attempting to "blackmail" pharmaceutical companies over the extension of the Selected List.

He said in the Commons on Tuesday that the Government was telling companies they had to bring their prices down to a level to be determined by the Advisory Committee on NHS Drugs — "the price control committee".

Mr Couchman claimed this amounted to stretching UK and EC law to the limit and warned the Government could face a

legal challenge at some stage.

Companies may not be screaming blackmail in public, but they are certainly sending that message back to their parent firms in various parts of the world, and that is having a disastrous effect on investment decisions, he said.

Mr Tom Sackville, junior Health Minister, stressed that companies would be given an opportunity to make representations against any provisional view that a product should not be prescribable.

He announced that one month's advance notice would be

given before an Order was laid before Parliament of its likely coverage in adding products to the Selected List. This would give the public and any other bodies an early opportunity to make their views known about what was proposed.

Mr Sackville refused to accept that an extension of the Selected List threatened successful firms. The UK represented 3 per cent of the world market in consumption terms, and the new categories of drugs being considered by the Advisory Committee represented a small proportion of that.

Pharmacists fight GP dispensing

Four pharmacies in Bury St Edmunds, Suffolk, are fighting against a decision by the Appeals Unit to allow doctor dispensing in the rural areas one mile outside the town centre. In a thriving market town with a population of 35,000, the dispensing surgery is within 400 yards of four pharmacies in the centre of town.

The five-doctor practice applied for a dispensing contract in January 1992, but was turned down by the local Family Health Services Authority. However an appeal against the decision was granted by the Appeals Unit in Harrogate at the end of June.

A consortium of local pharmacists is now seeking advice from Counsel to see if they have a case against the decision. They have enlisted the help of their Local Pharmaceutical Committee and have the full support of the Pharmaceutical Services Negotiating Committee.

LPC Chairman Bob Cooper told *C&D*: "I am extremely concerned that the decision of the FHSA was overturned. We firmly believe if doctors are allowed to

dispense it will have a prejudicial effect on pharmacy services in the area.

"I cannot see how this will benefit patients as they will still have to travel into town to see a GP. We intend to pursue this as we do not believe this to be the right decision."

Douglas Cooper, proprietor of one of the affected pharmacies, says the situation is scandalous: "It is against a natural justice to take away a man's livelihood and leave him penniless."

Mr Cooper says he has been told by the Appeals Unit that 30,000 scripts will be lost to the town: "This will mean the closure of one or two pharmacies. If other surgeries follow, we could lose as many as 90,000 scripts."

David Coleman, chairman of the PSNC's Rural Practices Standing Committee, says: "It is disgraceful that the regulations enable such applications to be granted."

"Doctor dispensing is no longer only a problem for rural pharmacists — it is a threat to all pharmacy contractors."

Coventry GPs think generically

Doctors in Coventry are being encouraged to prescribe generically in a pilot scheme which aims to increase generic prescribing from an average of 42 per cent to 60 per cent.

Each general practice has been graded into low, medium or high cost, and given a prescribing target which is dependent on what has already been achieved by that practice.

Pharmaceutical advisor for Coventry Family Health Services Authority George Paisley told *C&D*: "The scheme is split into three parts. In the first, practices adjusting their total drugs bill will have money made available retrospectively for each GP."

"The second part offers financial incentives to doctors for increases in the percentage of generics being prescribed. The third stage sees extra payments for any further increases."

Savings in the first stage would result in payments of £520 to each GP, with an extra £70 for further increases in generic prescribing.

Medical advisor Dr Jim Paris estimates that the pilot will cost £141,000 to implement but will lower the FHSA drugs bill by £400,000.

BP 1993 published in two volumes

The new edition of the British Pharmacopoeia has now been published. The BP 1993 introduces 33 monographs to more than 2,000 updated from earlier editions.

Each monograph details the standards required by the regulators, which become legally enforceable from December 1.

The BP 1993 comes in two volumes. The section for formulated preparations has been re-arranged, and the opening paragraphs of all monographs have been redefined, leading to

modifications to the General Notices of the Pharmacopoeia.

Monographs available for the first time include bumetanide, thioridazine, injections for amoxycillin and clindamycin and enteric-coated tablets of sodium valproate. Also included are new European Pharmacopoeia monographs for cimetidine, sodium cyclamate and a number of amino acids.

A general monograph for products of recombinant DNA technology are likely to find increasing application.

Published at the same time is the British Pharmacopoeia (Veterinary) 1993, which contains only those monographs for substances and preparations that have exclusive veterinary use. A major section is devoted to immunological products.

The contract to publish the BP 1993 was won by HMSO after a competitive tender.

Four subscription packages are being offered from £70 to £450, encompassing the two volumes of the Pharmacopoeia, four annual addenda and the

British Pharmacopoeia (Veterinary) 1993. Tel: 0603 695895/695911 for details.

A CD-ROM version of the Pharmacopoeia will be available in early 1994 at a cost of around £1,500. Subscribers to the printed version will receive a 10 per cent discount (details from HMSO New Media, tel: 0603 695726).

British Pharmacopoeia (two volumes) (ISBN 0 11 3211543 6), hardback £225. *British Pharmacopoeia (Veterinary)* (ISBN 0 11 321544 4), hardback £70.



(Above) On the campaign trail — by-election candidate Peter Hollyman makes a favourable impression on one local resident. (Right) Election agent and local pharmacist Ken Sims drumming up support for Sunday's public meeting at Christchurch's Druitt Hall

Campaigning in Christchurch

A person eligible to vote in the Christchurch by-election was proving as difficult to find as the proverbial needle in a haystack. Everyone enjoying the sunshine in the High Street on Sunday afternoon was on holiday.

In his attempts to drum up support for that afternoon's public meeting, election agent Ken Sims had already tried out his rusty French and German on some unsuspecting visitors, but to no avail. He got a better reaction from a family from Yorkshire who told him they didn't like the Tories "up North".

Meanwhile, Peter Hollyman, the Welsh pharmacist who is standing in Thursday's by-election under a "Save the NHS" banner, was having more success. A visit to a town centre pub with some of his campaigners had resulted in a meeting with a camera crew from Reuters news agency.

It was his second spell in front of the cameras in as many days. Even as we were standing on the pavement outside Christchurch's Druitt Hall, a regional programme was being screened on BBC2 in which eight candidates, Mr Hollyman included, aired their views in a studio debate.

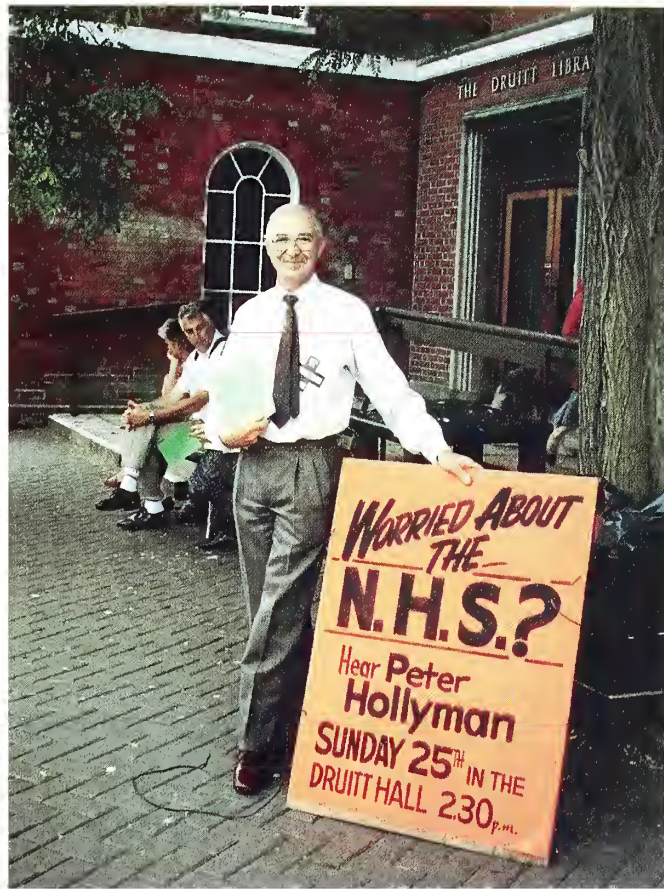
On the first day of his campaign proper since leaving his pharmacy in Porthmadog in North Wales, Mr Hollyman was fighting fit and relishing the prospect of the campaign. One resident waiting at a bus stop seemed delighted that he took the time to sit and chat, his sympathetic and easy-going manner winning many friends.

Mr Hollyman admits that one of his dreams is to meet John Major and Virginia Bottomley face to face in a debate. At Sunday's public meeting, he threw down a challenge to the Prime Minister and Health Secretary to return to the town before Thursday's vote and answer his specific concerns.

Political insight

He also admits that his brief spell on the campaign trail has given him an insight into the life of a politician, particularly the publicity aspects and dealing with the media.

Mr Hollyman is realistic about his chances of election — but finds it difficult to put a figure on the level of support he may attract. "From the reaction so far I think I've got a good chance of getting the vote of anyone who is concerned and is a 'don't know' or a disillusioned Tory," he told C&D after Sunday's meeting.



If he is honest, he believes that his vote alone won't be very meaningful. He prefers instead to look at it in combination with votes cast for Labour and the Liberal Democrats, both of which have supported his stand on the future of the health service. This, he says, will give a true picture of voters' opposition to Government policies on health.

Diana Maddock, the Liberal Democrat candidate, has some sympathy with pharmacy's cause due to family links with the profession. The parents of her husband Bob are both pharmacists, now retired.

"Having been involved in a pharmacy family I know what they do over and above their job and how much of it isn't paid for," Mrs Maddock told C&D.

Mr Hollyman's decision to stand in Christchurch, some 300 miles from his North Wales home, has been a considerable commitment, not least in terms

of time and the effect on his own business. But he travelled to Dorset with the blessing of many of his customers, something he finds particularly gratifying.

"For my own patients who see me every day to say 'we wish you luck and we are glad you are doing this' has meant it is all worthwhile," he said.

Mr Hollyman believes the decision to stand in Christchurch has been worthwhile. He is particularly pleased with the opportunity to talk directly to the main party candidates and put them in the picture about the threat to small community pharmacies. He also feels he has established a rapport with the media.

But the big question has got to be would he do it again? Without hesitation, Mr Hollyman says he would: "That's the ultimate test, I suppose," he laughs. "But, yes, if the opportunity presented itself I'd do it all again."



(Left) An interesting alliance — Peter Hollyman (right) meets Richard Johnson, national agent for the Natural Law Party. (Above) The campaigners ready for action (from left): Dinesh Patel, Atul Kantaria, candidate Peter Hollyman, Ajay Patel, agent Ken Sims and Atul Patel

Calling all prereg tutors ...

Chemist & Druggist is offering a preregistration graduate the chance to spend a week at this year's British Pharmaceutical Conference to be held at Reading University from September 21-24.

C&D will pay the registration fee for one graduate, half of residence fees for the week, plus a ticket for the Banquet — a total value of nearly £400. All you have to do is encourage your prereg to enter the competition on p184, and agree to give him or her a week's leave of absence.

The result will be published in the August 21 issue. In the meantime, please make sure preregistration graduates see this issue so they can make their suggestions. We will publish a page of entries on August 21.

Sefton sun safety

Community pharmacists in Sefton, Merseyside, form the front-line in an initiative to promote public awareness of the dangers of sunbathing.

Pharmacists will be urging Sefton residents, especially children, to sunbathe safely. The three key safety measures are: short exposure, cover up and avoid the midday sun.

Leaflets are to be distributed through pharmacies, GP surgeries and local schools. Health workers will be monitoring the number of infants treated for sunburn.

It is hoped that future work will include the provision of training and teaching material for use in local schools.

Oxford exchanges needles

Oxfordshire pharmacists are taking part in a needle exchange scheme set up this month.

Some 12 pharmacies are involved in the Sterile Works from Oxfordshire Pharmacies (SWOP) pilot scheme.

It has been organised by the local health authority and Oxfordshire Family Health Services Authority to provide drug users with clean needles and syringes. Used needles are disposed of in a black enclosed tube placed in a sharps container.

All pharmacists providing the service have undergone a training course at Ruskin College in Oxford.



Still being treated like a naughty schoolboy

I am flattered that the Prescription Pricing Authority has used one of my complaints to emphasise its own particular criticisms of the "efficiency" of computer-generated prescriptions and automatic endorsements (PPA Matters, No 8, July 1993). The PPA obviously recognises the ridiculous nature of some of these errors, but is bound by regulations to do nothing other than return the prescription for amendment by the prescriber.

This, in turn, produces a lot of unnecessary work and aggravation for pharmacist and GP. So, yet again, I will plead for a realistic approach to the problem and ask that PSNC press for an extension of the "PC" and "PNC" convention to include both the nonsensical prescribing of form and quantity for drugs and its extension, in more general form, to dressings and appliances in the Drug Tariff.

With our so-called extended role and new-found professionalism now accepted and encouraged by the Department of Health, I feel very angry at still being treated like a naughty schoolboy who,

every time he receives a prescription for dressings without a size, colostomy pouches without a quantity or drugs of ambiguous form, has to refer it to teacher for amendment.

As well as being professionally undignified, the current restrictions are grossly inefficient and the PPA itself is now publicly echoing similar sentiments. It may not be so important to PSNC as interminable plenary meetings which yet again fail to decide on my financial future, but this simple extension of the "PC" and "PNC" convention would dramatically lighten the load of this overworked community pharmacist!

What has happened to generic HC?

When hydrocortisone first went OTC a few years ago, the choice for the eager community pharmacist was enormous, with manufacturers falling over themselves to launch their particular brand. Profits were also high as competition for my custom intensified. But, right from the beginning, I kept to the Kerfoot generic preparation as I derived more professional satisfaction from recommending "hydrocortisone" than I did from any of the multitude of brands then on the market. The profit, at a minimum of £1.50 per tube, was also consistently higher.

A bombshell, however, came last week when I tried to re-order from K Pharmaceuticals. I was informed that their OTC hydrocortisone cream had been discontinued. When I looked to my wholesaler for an alternative, the cupboard was bare and all I could find was that previously declined brand leader but with a profit at trade price of a derisory 59p a tube.

I still have a little generic stock left but after that I will only be left with brands. The market exists for a

competitively priced OTC generic and, given the incentive, I have proved that it can be sold at an almost 100 per cent penetration of the market. All it now requires is for some entrepreneurial generic manufacturer to reciprocate that opinion and quickly offer me a Kerfoot alternative.

Time to tackle the demon alcohol

Anti-smoking initiatives continue to make headline news, fuelled by the now almost universal acceptance that smoking does kill. However, that other, and probably bigger, social health scourge, alcohol, still receives scant attention.

Smokers have now become social pariahs, but alcohol is still viewed as socially desirable. Its dangers, however, are just as great.

This view was reinforced last week by a story in *The Guardian* (July 22), extracted from a report in the *Journal of the Institute for Alcohol Studies*, which demonstrated that, in a ten-year study in Norway, abstainers enjoyed an overall reduction in the incidence of cancers of 24 per cent compared with their imbibing controls.

The involvement in alcohol cessation counselling by community pharmacists is extremely low, but in the early days of the campaign against smoking that was similarly true. Since then, the role of the pharmacist has increased proportionately with educational exposure and has encouraged the development and marketing of effective aids to smoking cessation.

I see no reason why a similar course could not be followed for alcohol abuse. But to change social attitudes, a sustained high-profile educational programme has to be implemented. Community pharmacy could spearhead such a campaign and, if encouraged by genuine extended role health promotion payments, the social benefit would be enormous.

Topical REFLECTIONS

Motens is a new calcium antagonist

Motens (lacidipine) is a new, once-daily anti-hypertensive treatment from Boehringer Ingelheim.

Lacidipine is a calcium antagonist with a predominant selectivity for calcium channels in the vascular smooth muscle. Its main action is to dilate peripheral arterioles, reducing peripheral resistance and lowering blood pressure.

The company claim Motens' gradual onset of action is associated with a low incidence of vasodilatory adverse effects.

Motens has an intrinsic 24-hour duration of action so it can be administered once-daily, a dosage regimen that is commonly believed to be optimal for patient compliance.

Product licence holder: Boehringer Ingelheim Ltd, Ellesfield Avenue, Bracknell, Berkshire.

Presentation: Round, white film-coated tablets containing

lacidipine 2mg and oval, white film-coated tablets containing lacidipine 4mg.

Indications: Hypertension, either alone or in combination with other anti-hypertensives.

Dosage: Recommended dose is 4mg once-daily, to be taken preferably in the morning or just after food. Can be increased to 6mg daily. Initial dose in the elderly should be 2mg once-daily which may be increased to 4mg.

Contraindications: Hypersensitivity.

Precautions: Lacidipine should not be used during pregnancy or lactation. Theoretical potential for a calcium antagonist to affect the activity of the SA and AV nodes. As with other calcium antagonists, use with caution in patients with poor cardiac reserve. Anti-hypertensive effect may be increased in patients with liver disease.

Side-effects: Minor side-effects related to the peripheral vasodilatory action of lacidipine are usually transient. Headache, flushing, oedema, dizziness and palpitation are also experienced.

Interactions: Co-administration of lacidipine with other anti-hypertensive agents may have an additive hypotensive effect. Plasma levels of lacidipine may be raised by simultaneous administration of cimetidine.

Pharmaceutical precautions: Motens tablets should be protected from light and not removed from their foil pack until required.

Legal category: POM.

Packs: 2mg \times 28 (£10.66), 4mg \times 28 (£14.50). Hospital-only packs of 14 tablets are also available.

Product licence numbers: 2mg PL0015/0188, 4mg PL0015/0189.

Issued: July 1993.

Medical Matters

Nicotine patch excess

Patients using nicotine patches may receive more nicotine than they normally obtain through smoking, according to a letter in *The Lancet*.

A Nottingham doctor cites the case of a 62-year-old woman with a 30-a-day habit since she was 16. After using Nicotinell TTS 30 she reported headaches, nausea, vomiting, hallucinations and right facial weakness. She ceased to use the patches after the first headache.

A cerebral angiogram, carried out after her last headache showed widespread cerebral arterial narrowing. A repeat angiogram six weeks later, after treatment with dexamethasone, showed a return to normal.

Excluding diagnoses of haemorrhage, migraine and severe hypertension, doctors concluded that the condition was caused by nicotine.

Although the woman bought the appropriate strength nicotine patch, it is thought that her puff rate and volume, depth of inhalation and intensity of puffing may have resulted in a lower nicotine dose than that obtained from the patch.

Exercise in early youth reduces risk of stroke

Vigorous exercise, such as running, swimming, walking, tennis, cycling and squash, in early adulthood can reduce the risk of stroke in later life. Lifelong continuation of such exercise offers maximum protection, concludes a report in the *British Medical Journal*.

This case-control study, carried out in 11 general practices in west Birmingham, examined the history of physical exercise in 125 men and women who had just suffered their first

stroke and 198 matched controls.

Researchers found that vigorous exercise between the ages of 15 and 25 reduced the risk of suffering stroke in later life to an odds ratio of 0.33 (adjusted for age and sex). This effect was independent of other potential risk factors such as smoking, alcohol, dietary intake of saturated fat or family history of stroke.

An increasing protection from stroke was seen as the duration of exercise in earlier years increased.

Oestrogens for angina?

Oestrogens may prove to be a useful adjunct to the treatment of angina in postmenopausal women with coronary heart disease, according to a study published in *The Lancet*.

The acute effects of sublingual oestrogen on exercise-induced myocardial ischaemia were assessed in 11 women with coronary artery disease. The women were randomised to receive sublingual oestradiol-17 β (1mg), a dosage similar to that given to relieve menopausal

symptoms, or placebo, 40 minutes before a treadmill exercise test.

All patients developed chest pain on exertion after placebo compared with only six of the patients after the oestrogen treatment. Time to 1mmST segment depression and total exercise time were increased by oestradiol-17 β .

The beneficial effects of oestradiol-17 β may be due to a direct coronary-relaxing effect, to peripheral vasodilation, or to a combination of these.

DoH notice

Supplies of the licensed single antigen pertussis vaccine have now ceased to be available. The Department of Health is making every effort to ensure that a single vaccine can be made available and expects to restore a supply before the end of the year.

Calpol prescriptions

Wellcome advise that to comply with a recent reimbursement decision, Calpol prescriptions should in future read: Calpol Paediatric and, where appropriate, Calpol Paediatric Sugar Free. If a script reads Calpol Infant Suspension, Wellcome suggest contacting the issuing GP for clarification. **Wellcome Foundation. Tel: 0270 583151.**

Withdrawal...

The National Office of Animal Health (NOAH) has produced the third edition of its booklet *Withdrawal Periods for Veterinary Products*. It gives the time that must elapse after treatment before food-producing animals are free from drug residue. **NOAH. Tel: 081-367 3131.**

APS minocycline

APS has launched minocycline 100mg tablets which are available in packs of 50 (five blisters of ten) at a list price of £32.90. **Approved Prescription Services Ltd. Tel: 0532 380099.**

Lilly hospital lines

Lilly are introducing three line extensions which they anticipate will be used in the hospital sector of the market. They are: Prozac 20mg \times 98 (£67.85); Vancocin injection 250mg (£5.88); and Vancocin 1g (£21.38). **Lilly Industries Ltd. Tel: 0256 473241.**

Ashbourne generics

Demix-50 capsules containing doxycycline 50mg is available in packs of 28 (£6.97). Triprimix 200 tablets containing trimethoprim 200mg are available in packs of ten (£1.90). **Ashbourne Pharmaceuticals Ltd. Tel: 0604 882190.**

Scopoderm patches

Ciba Pharmaceuticals anticipate that supplies of Scopoderm TTS will not be back to normal for several months. They say non-transdermal preparations may need to be offered to patients as an alternative. **Ciba Pharmaceuticals. Tel: 0403 272827.**

Time saver

Knoll are offering pharmacists free pads of self-adhesive notepads to stick to invalid scripts before they are returned to the doctor. **Knoll Ltd, Flemming House, 71 King Street, Maidenhead, Berks SL6 1DU.**



Skin irritation? Dermidex is the effective solution

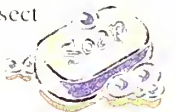
DERMIDEX SOOTHES

All sorts of everyday items can cause skin reactions. Dermidex soothes and calms skin reactions caused by



household detergents, soaps, deodorants, knitwear and jewellery.

It also helps reduce the pain and soreness caused by minor cuts, grazes, scratches, chapping, and insect bites and stings.



SAFE FOR USE ON BROKEN SKIN

You can confidently recommend Dermidex for use, even



when there is broken skin. It is also gentle

enough to use on the face and

completely safe for the whole

family, including children over 4 years of age.



NEW LOOK - SAME TRUSTED FORMULA

Dermidex is the same trusted formula it has always been: a gentle yet effective combination of local anaesthetic and antiseptics to calm irritation and help promote healing.



Now it has an attractive new look which achieved

excellent results when researched amongst skin irritation sufferers -

and will achieve excellent sales results for you. So the next time your customers want soothing relief for irritated skin, reach for the effective answer -

Dermidex Dermatological Cream.



Dermidex

Dermatological Cream



ACTIVE INGREDIENTS
Lidocaine (INN) U.S.P.XXI 1.20% w/w
Chlorbutanol (INN) B.P. 1.00% w/w
Aluminum Chlorhydroxyallantoinate 0.25% w/w
Cetrimide (Cetrimonium Bromide INN) B.P. 0.50% w/w
DERMIDEX IS AVAILABLE IN 30G AND 50G TUBES.

P

 Seton
Healthcare Group plc

Dermidex is a Trade Mark of Seton.

Counterpoints

Sinutab Nighttime aids sleep

Warner Lambert Health Care are launching Sinutab Nighttime and giving Benylin a new look.

Sinutab Nighttime offers the same benefits as Sinutab in relieving pain and clearing nasal congestion, but it also helps restful sleep. Each tablet contains paracetamol 300mg, phenylpropanolamine 25mg and phenyltoloxamine (an isomer of diphenhydramine) 22mg (10, £2.29).

The dose is one tablet at bedtime. The product can be taken in addition to the full Sinutab regimen, provided specific doses are not exceeded. The maximum doses are two Sinutab three times daily plus one Sinutab Nighttime.

Jason Kalik, senior product manager, says: "By adding Nighttime to the Sinutab portfolio, we are responding to consumer needs. In our research, 80 per cent of sinus sufferers reported that their night-time symptoms interfere with sleep, yet less than half of them self-medicate for their night-time symptoms. This represents considerable untapped potential."

Both Sinutab products will be supported by a £1 million national television campaign, running from December to February.

The Benylin livery has been updated because "big brands can't afford to stand still", according to Mr Kalik. He believes the new packs stand out more strongly on-shelf and are easily read by customers at normal shopping distance. To help pharmacy staff as well as customers, there is a clear differentiation between the product variants and concise instructions on the sides of the packs.

The company promises the greatest television support ever for Benylin this Winter, with a £3m campaign running from October to February. New POS and the Benylin Winter Window will be



available. Nielsen analyses for last Winter showed that pharmacies with Winter Windows averaged 17 per

cent more sales than those not participating, say Warner-Lambert. Tel: 0703 620500.



Wise up to lice say Dendron

Dendron are launching a consumer education campaign called "Lice Alert" in September.

The campaign will include a report providing general information on head lice, what to look for and how to treat the problem; consumer research detailing attitudes towards head lice; a consumer leaflet and an information card for non-medical personnel in schools on dealing with head lice.

The report dispels the myths surrounding head lice infection and

explains about detecting and treating an infection.

Consumer research shows that the first stop of 28 per cent of the people questioned would be the pharmacy. However one-fifth of housewives did not know what the first signs of a head lice infestation would be.

Those in the 45-54 age group were most affected by the stigma surrounding head lice.

Promotional activity and advertising will support the campaign. Dendron. Tel: 0923 229251.

Steradent put dentures on air

Steradent is being advertised on television for the first time in seven years in a £500,000 campaign. Running during August with a second burst

in the Autumn, the Happy Teeth campaign targets the country's 16 million full and partial denture wearers. Reckitt & Colman. Tel: 0482 26151.

Ultra pain relief from Panadol

Panadol Ultra is the latest addition to Sterling Health's Panadol range.

A Pharmacy only analgesic, it contains paracetamol 500mg and codeine phosphate 13.5mg. This is the maximum amount of codeine allowed in an OTC analgesic, according to Sterling Health.

The tablets are in easy-to-swallow capsule shape with micro-film coating and will retail at £1.65 for ten, £2.85 for 20.

Sterling Health has updated and improved

Panadol and Panadol Extra with a new micro-film coating and re-designed packaging. All products originally in dozens will now be packed in tens.

A new £2.5 million television advertising campaign will get underway in October, with complementary display material available.

Selected pharmacists will be given the chance to win a £1,000 luxury weekend away in a display competition. Runners up win a Martindale. Sterling Health. Tel: 0483 65599.



Natural beauty made simple by Henara

The Henara Natural Beauty Book has been produced for consumers by Henkel, makers of the hair products.

Written by health and beauty expert Clare Maxwell-Hudson, the booklet explains the

benefits of using natural ingredients in beauty routines.

It will be available free through a range of offers to be featured in Press and on radio throughout the year. Henkel Cosmetics. Tel: 081-804 3343.

Win a weekend away with Vitox

Vitox, an anti-oxidant supplement, is available from pharmacies from the end of July.

Previously only stocked in health stores, the launch is supported by the chance for customers to

win a weekend for two at Ragdale Hall Health Hydro.

Shelf edgers for leaflets detailing the competition are available to retailers. Bodywise. Tel: 0454 615500.

Keeping Balance with Slim Factor

Balance are introducing their Slim Factor range to independent pharmacies.

It is the first range of slimming products designed to suit different lifestyles, say Balance.

There are four fruit-flavoured drinks in the range: Slim Factors 1 (£3.49), 2 (£4.49), 3 (£11.99) and 4 (£12.99). Each is aimed at individual diet requirements, with Factor 1 to maintain ideal weight through to Factor 4 for those who want maximum weight loss.



The launch is supported by advertising in the slimming Press and

consumer leaflets. McAuley Walker. Tel: 081-878 9235.

Tribù is ecology in a bottle

United Colours of Benetton launch their new female fragrance Tribù at the end of September.

It is a floral, fruity scent made from natural products and is aimed at young environment-conscious women. The bottle is a composite woman's face and cartoon rocket. All packaging is recyclable, says the company.

Tribù has top notes of

tangerine, blackcurrant, galbanum and violet leaves; a heart of roses, jasmine, ylang-ylang and geranium; and a base of vetiver, tree moss, sandalwood and tonka beans.

A complete range is available which includes: eau de parfum (30ml spray, £27.75; 15ml purse, £21.50; 15ml purse refill, £13.95); eau de toilette (100ml spray, £34.95,

50ml spray, £25.25, 50ml bottle, £23.50); bath tablets (12, £19.25); body oil (150ml, £20.50); body lotion (200ml, £19.25); and deodorant water (150ml, £14.50).

The launch is supported by an extensive Press campaign, Television and cinema advertising from October, and the provision of point-of-sale materials. Maurice Douek. Tel: 071-328 1036.

Volume-Up is new concept in hairspray

L'Oreal are injecting innovation into the traditional hairspray market with the launch of Volume-Up into their Studio Line range.

Volume-Up is a hairspray with a difference: it will give volume to hair as well as hold with a new type of vertical diffuser which enables the spray to be directed at the roots to give lift. It gives control to add volume to specific

areas of the hair, or all over, say L'Oreal.

The hairspray is available in two variants, Extra Strong for straight hair and Lighter Hold for curly hair. It will retail at £2.99.

The launch will be supported by a £550,000 television campaign starting in October. Floor units and a counter display are available. L'Oreal. Tel: 071-937 5454.



TCP Dual Action ointment is being relaunched. The aquamarine and lime green colours have been retained, but a human silhouette has been added with a list of usages for the product. Chemist Brokers. Tel: 0705 219900

SurgiChem

IMPORTANT ANNOUNCEMENT TO ALL nomad® USERS

FREE With every order over £500_{net}
(excl. VAT)

One Community Starter Pack

PLUS Version 1.06 nomad® program
(complete with interactions and stock control)

Normally Priced £398
(whilst stocks last)

Please allow 28 days delivery

All orders must be placed between 1st and 31st of August '93

For further information please contact Customer Services at :-

SurgiChem

SurgiChem Ltd., SurgiChem House, Milton Court, Horsfield Way,
Bredbury Park Industrial Estate, Bredbury, Stockport SK6 2TD.
Tel: 061 406 8710 Fax: 061 406 8716 International Code: +44.



*Prescribed on an
annual basis...*



Chemex

*Your opportunity to meet your suppliers,
discuss the needs of your business
and see the very latest in...*

- Pharmaceuticals
- Computers
- Baby Products
- Shopfitting
- Cosmetics
- Toiletries
- Fragrances
- Photography

*New for '93 - free parking
for over 6000 cars.*

*Ring 081-302 7215 now or complete and
return the coupon below for your free tickets.*

**12-13 SEPTEMBER, WEMBLEY
EXHIBITION CENTRE, LONDON**



CHEMEX
EXHIBITION
12 - 13 SEPTEMBER 1993

Sponsored by
**CHEMIST &
DRUGGIST**

Please send me _____ free tickets for Chemex '93

Name _____

Company _____

Address _____

Postcode _____

☐ Please send me further information about exhibiting at Chemex.

Please complete, and return to: Chemex, MGB Exhibitions Ltd,
Marlowe House, 109 Station Road, Sidcup, Kent, DA15 7ET.

Tel: 081-302 7215 Fax: 081-302 7205



The Fleur Massage sponge is new from Paul Murray. The sponge is made of anti-allergenic material which does not dry hard or cause odour, says the company. It will leave the skin clean and invigorated when used with soap. It comes in three colours and two sizes, a bath sponge (£2.99) and back scrubber (£4.99). Paul Murray. Tel: 0703 268444

Tsubo cuts stress for less

The Tsubo All Body Massager is on special offer to retailers until the end of the year.

The massager retails at around £125, but is being offered to retailers at a trade price of £59.95 plus VAT on one machine or £99.95 for two. **Colebrand Healthcare. Tel: 071-439 9191.**

Wasp-eze bites back

Wasp-eze is appearing in its first ever television campaign this Summer.

A series of three commercials showing the various uses of Wasp-eze, targeting holidaymakers throughout August and early September. TCP is also being advertised in national magazines.

Distributor Chemist Brokers. Tel: 0705 219900.

On TV Next Week

GTV Grampian	C4 Channel 4	STV Scotland (central)
B Border	U Ulster	Y Yorkshire
BSkyB British Sky Broadcasting	G Granada	HTV Wales & West
C Central	A Anglia	M Meridian
CTV Channel Islands	CAR Carlton	TT Tyne Tees
LWT London Weekend Television	GMTV Breakfast Television	W Westcountry

Andrews Antacid:	All areas
Arrid Extra Dry:	U, Y, C, A, M, LWT, TT
Canesten:	G, Y, C, A, M, LWT, TT
Colgate Total:	All areas
Dettol:	All areas except U, Y, CTV, TT, GMTV
Just for Men:	All areas
Mum:	C, G, STV, HTV, B, C4, M, A, U, BskyB
Neutrogena:	C, LWT, A, M, W
Nicotinell patch:	All areas
Nurofen:	All areas
Pears Pure Body Care:	All areas
Radian-B:	U, G, Y, C, A
Rap-eze:	All areas except CTV, C4, GMTV
Sensodyne:	All areas except G, Y, CTV, CAR
Shock Waves:	CAR, C4
Slim-Fast:	All areas
Sure Sensitive:	All areas except U, CTV, LWT

Chemist & Druggist 31 JULY 1993

NEW

WHICH DILTIAZEM CAN SAVE YOU UP TO 32% OVER GENERIC? ⁽¹⁾

At the most common daily dose of 180 mg, Dilzem S.R. 90 mg bd saves 19% over generic. Dilzem S.R. 60 mg bd saves 10% and Dilzem S.R. 120 mg bd saves 32% — so writing Dilzem S.R. could be like writing a cheque for your practice.



DILZEM^{*}S.R.

Twice Daily Diltiazem

DESCRIBING INFORMATION

Presentation Dilzem[®] SR is available as Dilzem SR 60, Dilzem SR 90, Dilzem SR 120 capsules containing 60mg, 90mg or 120mg diltiazem hydrochloride as sustained release beads. This sustained release formulation is designed for twice daily administration. **Indications** All strengths are for the treatment of angina pectoris, including Prinzmetal's angina, and in the treatment of mild to moderate hypertension. **Dosage** Adults: Initial dose is 90mg twice daily. Dosage may be increased to 180mg twice daily if required. **Elderly** Initiate at the lower level of 60mg twice daily and increase slowly to give the required level of control. Do not increase the dose if the heart rate falls below 50 beats per minute. **Children** Not recommended. **Contra-indications** Pregnancy, lactation and women of child bearing potential. Patients with bradycardia (less than 50 beats per minute), second or third degree heart block or sick sinus syndrome. Patients with impaired renal or hepatic function. Left ventricular failure with stasis. Concomitant administration of dantrolene infusion. **Precautions and Warnings** Caution in patients with hepatic dysfunction, mild bradycardia, first degree atrio-ventricular block or prolonged PR interval, and in patients receiving concurrent anti-hypertensive treatment or other hypotensive agents or drugs with moderate protein binding. Rare instances of hyperglycaemia have been reported in association with diltiazem hydrochloride. The use of diltiazem hydrochloride in diabetic patients may require adjustment of their control. (Refer to datasheet for full instructions). Diltiazem may increase the blood levels of concomitant carbamazepine, theophylline, cyclosporin and digoxin. Concomitant H₂ antagonist therapy may increase diltiazem blood levels. Do not suck or chew capsules. **Adverse effects** Diltiazem is generally well tolerated. Side effects include anorexia, nausea, bradycardia, rash, flushing, ankle oedema, malaise, headache, gastrointestinal disturbance, sinoatrial and atrioventricular block, elevation of liver transaminases. **Legal category** POM. **Basic NHS price** Dilzem SR 60 Blister pack (100 caps) £13.50. Dilzem SR 90 Blister pack (60 caps) £10.94. Dilzem SR 120 Blister pack (60 caps) £12.15. **Product licence nos.** Dilzem SR 60 PL 0018 0205. Dilzem SR 90 PL 0018 0206. Dilzem SR 120 PL 0018 0207. Prepared June '93.

élan PHARMA
PUTTING IDEAS INTO PRACTICE

Reference:

(1) Drug Tariff May 1993 & Mims June 1993

Get in the mood with Yardley

September sees Yardley Lenthéric introduce a new concept to the fragrance market: Esprit Vital. It is a range of three "sensory fragrances", incorporating 50 per cent natural fragrance and natural plant extracts, intended to catalyse the user's mood.

Each fragrance, targeted at 25 to 35-year-olds, activates a different mood: Eau Fraiche cools and refreshes; Eau Energie enlivens and invigorates; and Eau Sensitive soothes and relaxes.

Available in 50ml (£5.95) and 200ml (£15.95), the fragrances are packed in a classically designed, frosted glass bottle with a pewter-look engraved cap. The 200ml size is packed in a textured carton with embossed logo



containing an information leaflet and a natural spray.

Launched in France at the end of May, a £400,000 spend is planned for the women's consumer Press.

Eight thousand sachets of Eau Energie, along with a 50p off coupon, are being

distributed through 350 independent pharmacies, and a further 1,000,000 will be available through Boots. A counter merchandiser with dummy cartons is also available.

Yardley Lenthéric. Tel: 0276 62211.

Swains' flashy disposables

Swains International have two models of disposable camera in the Memorie range.

The £4.49 Pic 24, loaded with 400 speed film, has thumb-wheel advance and frame counter. The camera also has contacts for fitting the Everflash electronic flash unit.

The Pic 24 Flash has a suggested retail price of £8.49. It is the same basic model but comes complete with the Everflash unit, taking a single AA battery.

After processing, the flash can be kept by the customer and re-used on a standard Pic 24 disposable. **Swains International. Tel: 0485 533393.**

Discount on NPA training

Vantage members can get a 25 per cent discount on NPA training packages.

The Pharmacy Assistants Training Course and Business Management Course are eligible for discount.

Information and applications are available from: **Tracey Williams, The Vantage Department, AAH Pharmaceuticals Ltd, West Lane, Runcorn, Cheshire WA7 2PE.**

Better breast care with Robinson pads

Robinson Healthcare are relaunching their square nursing breast pads with better absorbency and new packaging.

The pads are comfortable and hygienic, say Robinson, with a soft lining to keep skin dry and an improved inner padding to absorb excess milk. A moisture-proof back protects clothes from

staining and wetness.

The pads are packed in a re-sealable drawstring bag, illustrated in pastel shades with a mother and baby.

Traditionally promoted as an economy product, each bag contains 60 pads. Available in outers of six, the pads will retail at £1.45. **Robinson Healthcare. Tel: 0246 220022.**



Andrea turn to clay

Andrea expand their range with this month's launch of clay-based masks for body and hair.

Andrea Moisturising Mud Top Mask cleanses and adds body and sheen to hair, without making it dull and lifeless. It retails at £4.99 for 100g.

Andrea Face and Body

Mineral Spa is a deep cleansing exfoliator, which moisturises and tones skin. A 100g tube will retail at £4.99.

A pre-pack for the launch contains six of each product and six free bags of Dead Sea Natural Bath Salts. **Original Additions. Tel: 081-573 9907.**

Help for stressed out skin

Revitalise tired, stressed skin is what the latest addition to the Nivea Visage range claims to do. Energising Vitality Creme with Nanospheres (50ml £8.99) contains an "anti-stress" complex designed to provide intensive nourishing and revitalising treatment to skin in need of extra help, say Smith & Nephew.

A water-based emulsion, the creme contains

nanospheres, microscopic holospheres similar to liposomes but which transport oil-soluble ingredients. They are filled with macademia nut oil, Vitacell, a modified yeast extract, sodium hyaluronite, vitamin E and UV filters.

The launch will be supported by television and Press advertising. **Smith & Nephew. Tel: 021 327 4750.**



Triple hair promotion

Wella Balsam are offering consumers reduced prices on selected haircare products this summer.

Shampoos and conditioners will retail at £0.99 instead of £1.45 and £1.65 respectively. Wash and Care 3 in 1 is being reduced to £1.25 from

£1.69, and the intensive conditioning range (perm replenisher, dry ends conditioner and deep action mask) will retail at £1.65 from £2.25.

Showcards and shelf wobblers will highlight the promotions. **Wella. Tel: 0256 20202.**

Tea tree soap

Tisserand Aromatherapy add a fourth soap to their range. Tea Tree and Avocado soap will retail at £2.40 per 100g bar. **Aromatherapy Products. Tel: 0273 412139.**

AAH pain relief

Vantage Ibuprofen (200mg and 400mg foil packs), Paracetamol (tablets and capsules) and Paracetamol Extra are on offer through August. There is a 15 per cent discount on orders of four outers and a 17.5 per cent discount on orders of six outers. **AAH. Tel: 0928 717070.**

First aid

Seton's Sea Legs brand is sponsoring "First Aid on Holiday", an information leaflet produced by St John Ambulance. Free copies are available from Zoe Bartels at **Seton Healthcare. Tel: 061-652 2222.**

More trial sizes

Neutrogena's counter display holding trial sizes of their hair and body products will hold 35 units not 25 as stated in C&D

July 24. **Neutrogena. Tel: 0494 474787.**

Ibuleve display

Ibuleve can now be displayed in a new 24-pack counter unit. New POS is also available. **Dendron. Tel: 0923 229251.**

Triathlon care

Robinson Healthcare are medical sponsors of the 1993 World Triathlon Championships. Fast Aid plasters, Relief-Xtra, Five Hour Heat Pad and Sticksies will be promoted with spectator sampling. **Robinson Healthcare. Tel: 0246 220022.**

Niff free

Clorets begin another four-week burst of TV advertising at the start of August. **Warner-Lambert. Tel: 0703 620500.**

Musical offer

Femidom purchasers will be given the chance to send off for a free cassette in a joint promotion with Virgin Records. The offer will be promoted through women's magazines. **Smith & Nephew. Tel: 021-327 4750.**



The Corsodyl spokesman

Corsodyl Mouthwash has the unequivocal recommendation of dentists.*

They know there's no better way for their patients to take care of gingivitis, or for that matter, conditions as diverse as aphthous ulcer, oral candidiasis and denture stomatitis.

They know that **Corsodyl's** active ingredient, 0.2%† chlorhexidine, sets it apart.

They know also that for all **Corsodyl's** clinical heritage its range is adapted for patient-friendliness, with a new spray as the latest innovation.

Corsodyl has recently been acquired by SmithKline Beecham Consumer Brands. Speak to your SmithKline Beecham representative or telephone free of charge 0800-833000 for any further information or requirements.

CORSODYL

chlorhexidine gluconate

No Gingivitis. No Contest. No wonder dentists recommend it.

PRODUCT INFORMATION Consult Data Sheet before prescribing. **USE** Inhibition of plaque, treatment and prevention of gingivitis; maintenance of oral hygiene. Mouthwash and Mint Mouthwash are also indicated for the promotion of gingival healing following surgery and the management of aphthous ulceration and oral candidiasis. **PRESENTATION** Spray and Mint Mouthwash: A clear colourless solution containing 0.2% w/v chlorhexidine gluconate. Mouthwash: A clear pink solution containing 0.2% w/v chlorhexidine gluconate. **Dental Gel:** A clear colourless gel containing 1% w/v chlorhexidine gluconate. **DOSE AND ADMINISTRATION** Spray: Apply to tooth and gingival surfaces using up to twelve actuations of the spray twice daily. Mouthwash and Mint Mouthwash: Rinse mouth with 10ml undiluted for one minute twice daily. Prior to dental surgery, rinse mouth with 10ml for one minute. **Dental Gel:** Brush the teeth with one inch of gel for 1 minute, once or twice daily. **CONTRAINDICATIONS** Previous hypersensitivity reaction to chlorhexidine. Such reactions are, however, extremely rare. **PRECAUTIONS** For oral use only, keep out of eyes and ears. **SIDE EFFECTS** Occasional irritative skin reactions. Generalised allergic reactions to chlorhexidine have also been reported but are extremely rare. Superficial discolouration of the tongue, teeth and tooth-coloured restorations may occur. This usually disappears after discontinuation of treatment. Staining can largely be prevented by cleaning teeth or dentures before use but may sometimes require scaling and polishing or complete removal. Stained anterior tooth-coloured restorations which are not adequately cleaned by professional prophylaxis may require replacement. Transient taste disturbances, burning sensation of the tongue and oral desquamation. Very occasional parotid swelling. **PRODUCT LICENCE NUMBER AND BASIC NHS COST** **Corsodyl Spray** (0029/0230) 60 ml (OP) £2.80 **Corsodyl Mouthwash** (0029/0124) 300 ml (OP) £1.25 **Corsodyl Mint Mouthwash** (0029/0201) 300 ml (OP) £1.25 **Corsodyl Gel** (0029/0080) 50g (OP) £0.83 **Corsodyl is a trademark. Legal Category P** Date of last revision March 1993. *Source: Milpro Independent Research, 1992. †Corsodyl Dental Gel contains 1% w/v chlorhexidine gluconate.



SmithKline Beecham
Consumer Brands

SmithKline Beecham Consumer Brands, Brentford, TW8 9BD, UK Tel: 081 560 5151

• a leading authority on oral hygiene.

Are disposable incontinence products a retail opportunity?

The disposable incontinence pad business is currently dominated by the NHS, and there remain many obstacles to be overcome before the retail sector grows, suggests Gerry Hay, director of Vernon-Carus. But at least one supplier predicts a 13-fold growth in sales through pharmacies during the next three to four years

The UK market for disposable pads is reaching an interesting, vital and exciting stage. But when looking at the potential state of the market, "potential" must be the operative word as currently, supply exceeds demand at a frightening rate.

Market data

Incontinence affects all age groups. It is generally accepted that the number of incontinent people in the UK is around 3.1 million, but it is hard to establish the exact numbers or the value of products sold. Data gained from the NHS on contract consumption levels has to be added to other known trade conducted within the divisional authorities.

This data, set against that gained on nursing home, retail and mail order markets, paints an intriguing picture. There are around 200,000 people supplied with incontinence disposables by the NHS to a value of £37 million a year — a crude average of £185 per year per person.

There are around 2.9 million incontinent people not cared for by the NHS, and sales to this sector amount to £17m, an average of £6 per person per year. Many people in this group are buying sanpro products and baby diapers to cope secretly with incontinence.

One estimate by a multi-outlet retailer is that 80

per cent of rectangular nappy pads are used by adults but, even allowing for this trade, it is clear that suppliers have a great deal of work ahead to develop the potential of the second group.

Despite changes in the

companies all trying to achieve a slice of the £37m cake. Over 30 companies are competing — and more to come.

The Supplies Authority is aiming to rationalise on products and suppliers without restricting choice for their user

management dictates the type of products used. It is estimated the trade in disposable incontinence products is around £10m. This market is served by all the 30-plus supply companies either directly or through distributors.

The mail order market accounts for £3m to £5m and is served by either the manufacturer or by a specialist mail order company.

The retail market is served by chemists and some surgical supply shops, and the market is running around £2m-£4m. It is interesting to note that, two years ago, Kimberly Clark estimated the chemist trade to be worth £1m and they expect it to rise to more than £13m during the next three to four years.

Testing the waters

Sainsbury and Tesco have carried out pilot studies and test marketing on incontinence products. However the stigma and embarrassment which affect all studies in this market severely hampered their efforts.

But it is understood that P & G see the grocery multiple as the key route for the future. In total the incontinence disposables produce a turnover of £54m to £55m, with the NHS accounting for around 70 per cent of that turnover.

The cash restraints within the NHS are such that they are starting to sell on incontinence products to nursing homes in competition with the product suppliers to raise cash.

As more people come forward with incontinence and are screened for it on admission to hospital, there are insufficient funds, particularly at community level, to supply. And, since the Community Care Act of April 1993 — stating that all incontinent people in an elderly persons' nursing home, be it council or privately owned, are supplied free of charge — the pressures have mounted for means testing.

Health districts will be forced to help only those with significant incontinence problems. Those with light to medium incontinence will be told to purchase their own products. The question is, where will they go?

This movement comes at a time when most retail chemists have become disenchanted with disposable incontinence pads. Despite all the figures presented by suppliers on the potential trade, sales remain



A modern incontinence garment — the Ganmill Ultrafem Michelle

purchasing end of the NHS, each new division's approach and attitude to the purchase of incontinence products varies. There is neither a universal specification nor a universal test method adopted by the health service for disposable body worn pads. The NHS Supplies Authority has had to contend with an increasing number of

groups in terms of products or potential cost savings.

The NHS contract demand figure of £37m excludes super-absorbent stress pads but does include 20 per cent non-contract trade.

It is far more difficult to estimate the nursing home, mail order and retail trade. In nursing homes, ownership and



Ultrafem Sylvi: designs are based on those of leading lingerie suppliers

slow and products take up valuable shelf space, particularly in smaller outlets.

The NHS may enter this market by offering pads for sale through hospital shops and health centres. South Derbyshire currently offer them for sale at a number of their health centres.

Valerie Bayless, a continence nurse adviser in Basingstoke, carried out a study in 1990, and several women interviewed about incontinence said they would "only feel comfortable with the service that had the credibility of the hospital or health centre right from the first approach".

The retail chemist and supermarkets have to overcome the stigma problem so entrenched in the British. It takes courage to enter the pharmacy and seek help for incontinence. It takes even greater courage to pick up products from a shelf to study how that product may help, and it takes incredible courage for people to walk up to a counter or checkout to pay for them.

Yet in the USA, the retail sector is now outstripping the institutional sector. This has been achieved by more efforts on awareness campaigns and well-known personalities being

prepared to talk about their "bladder problems". The retail figure was only \$10m in 1978 — by 1989, institutional value was \$296m and retail \$300m.

The way forward

The products bought by the NHS are not the ones for retail. Means testing will see shaped and all-in-one pads continuing to be used by the NHS, with the demand for light to medium products moving to retail.

A patient is given a product to use by the NHS with very little choice. At retail level, they will want the choice. If you are buying the product, you will be more discerning and demand a neater, more attractive, as well as discrete option. Thus the smaller, thinner pads and reusable/washable pants and pads will be sought by the consumer.

Boots have such a range. It takes up less valuable shelf space and eliminates the handling of bulky products in their warehouses and the problems the bulk has caused on delivery into shops. Boots can thus offer the maximum number of incontinence products for the minimum amount of store shelf space.

In Australia, Fauldings, a leading chemist wholesaler, see incontinence product demand

growing rapidly — but this growth is adding to their warehousing and delivery problems. They would like to see higher value, lower volume products taking up the bulk of disposables but consumers are calling for incontinence products.

Washable pants and pads are currently being designed and produced which are far more attractive to the consumer and take up less store space than the bulkier disposables.

But until the stigma problem is overcome, the mix of mail order/chemist should be used as, for example, the Numark Surateeze service run for Numark by Vernon-Carus.

With this system, consumers pick up the leaflet in chemists they know, trust and feel assured with, and can read the leaflet in the privacy of their own homes. They then place an order by mail.

Boots are enjoying some success and this is partly explained because:

- some of the continence nurse advisers in the UK refer people to Boots
- the products are more appealing and attractive
- the anonymity of the Boots store. There is more danger in the local chemist of being recognised when buying an incontinence product — less so in a Boots store.

One of the most interesting aspects of the initial test work on Surateeze to date, within Numark, is that users do not just come from the test

locations but from other areas, sometimes several hundred miles away from the test centres. Clearly some people are sending details of the scheme to relatives and friends elsewhere in the UK — such are the problems of incontinence.

Awareness

Greater awareness, empathy and understanding of the problems with incontinence for the sufferer, their family and friends is needed.

There are some encouraging signs: the newly established Continence Foundation is committed to awareness campaigns, and offers support services such as a telephone helpline (Monday to Friday, 2-7pm on 091-213 0050).

The NHS is to have an awareness poster campaign in the spring of 1994.

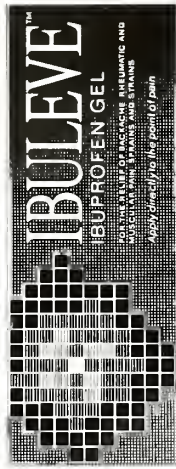
Certain key suppliers are keen to work with awareness campaigns, which will increase the number of people seeking help for themselves or their relatives and friends.

The NHS will have insufficient cash to cope with increased demand, so the retail chemist will be well placed to serve the needs of their customers. Where else would they go for the product?

The growth achieved in the USA will be seen here. But awareness campaigns, initiatives like those at Boots and Numark Surateeze, and more attractive options for the consumer are all vital factors to achieving that growth.

No.

BRAND LEADER



(What a relief for everyone)

PAIN RELIEF WITHOUT PILLS

FOR THE RELIEF OF BACKACHE, RHEUMATIC & MUSCULAR PAIN, SPRAINS AND STRAINS.

Product Licence held by Diomed Developments Ltd. Further information available from DDD Ltd., 94 Rickmansworth Road, Watford, Herts WD1 7JJ. Active ingredient ibuprofen B.P. 5.0% w/w.

Scottish community pharmacists are ready to agree to a single-tier fee and a £20,000 professional allowance, says Graeme Millar, chairman of the Scottish Pharmaceutical General Council. But substantial difficulties in reaching a remuneration settlement in England and Wales are preventing progress north of the border. Mr Millar aired some of his frustrations to *C&D*

"This is not a whinge, but an expression of frustration and annoyance at the lack of settlement down South. It is holding us up. In the past I would not have said so publicly, but it is now obviously the direct cause," says Graeme Millar.

He has, he says, no major difficulties with the Scottish Office. But the Pharmaceutical Services Negotiating Committee does have a problem with the Department of Health, and it is queering the pitch for Scottish contractors, he says bluntly.

"We will always argue about money but, jointly, we have developed a strategy for the next five years for Scottish community pharmacy."

That strategy involves movement quickly to a single-tier fee of around 90p with a substantial professional allowance in the order of £20,000. The threshold for the full allowance would be set at 2,650 scripts per month, with a graduated allowance from 1,000 items up to that figure. There will be no extension to the list of four services which must be provided to qualify for the allowance (see box).

Contractor support

This radical proposal has been relayed to Scottish contractors through a series of eight regional meetings during the past three months. There has been little dissent, according to Mr Millar.

"The full SPGC has approved it and it has the support of two thirds of Scottish contractors. Boots have not given a view either way," he says. "What we have in this remuneration structure is a model that accommodates the requirements of the pharmaceutical service by the Government and the public alike."

But what Mr Millar does not have is a settlement. And with no prospect yet of agreement in England and Wales, his frustration at the lack of progress has boiled over.

PSNC has seen the DoH position — as set out by DoH Under-Secretary Melvyn



Scots frustrated by deadlock in London

"In terms of distribution of money, it is difficult to justify standing at the barricades"

— GRAEME MILLAR

The Scottish pay structure

Scottish contractors moved to a two-tier fee and a £6,900 allowance for 1992-93 after a late settlement in January.

- Two-tier fee with £1.37 for first 2,650 scripts and 87p for 2,651 and over, based on an estimate of 62 million scripts per year.
- £6,900 professional allowance for all contractors who display health education material; provide counselling on medicines; participate in clinical audit; provide a practice leaflet.

Jeremiah's in his 1993-94 offer (*C&D* March 20) — and gone off half-cock, he says.

"PSNC got others involved too soon and did not recognise that the DoH offer was only a negotiating position. The situation has become over-complicated."

Nor is he happy with the way the Royal Pharmaceutical Society has become involved. "Who is conducting negotiations? The Society's *Access to Pharmaceutical Services* is a strategy document that might have come from the SPGC. It muddies the waters at a time when we need to be clear-headed. The Department negotiates with PSNC, but is finding everyone wants to get in on the act."

The Scots embraced the idea of a professional allowance last year. The SPGC has been working on furthering the concept since the deal struck in January (*C&D* January 23, p116), using as its blueprint the recommendations of the Working Party Report on the Future of Community Pharmacy.

To the SPGC's surprise, the NHS income profile between the existing system and the proposed structure for contractors dispensing over 1,000 items is virtually the same.

"In terms of redistribution of money, it is difficult to justify standing at the barricades," says Mr Millar.

There is very little that is actually new in the working party report, he believes, but "the new remuneration structure lends itself to formalising the existing role in the future. It gives us a much

better chance to switch into a 'new contract' for pharmacists."

The SPGC would like to have an agreement with the Scottish Office that would commit both parties to introduce most of the Working Party recommendations in a rolling programme over the next three years.

"This would be without any substantial increase in the global sum, although there would have to be one or two exceptions. Domiciliary visiting and repeat dispensing have serious financial implications and we would reserve the right to negotiate an uplift for these."

Formal recognition

The SPGC is not asking contractors to do something more for the same amount, Mr Millar insists, but to continue what they are already doing and have it formally recognised within the professional allowance.

"The Government has listened to us for years going on about what we do for the community," he says.

He is scathing about the suggestion that pilot studies are needed before further progress can be made. Pharmacists are running behind in full involvement in community care, he says, even though the legislation was delayed for two years: "Only now are we looking at pilot studies. Pilots to me mean a delay in implementing an essential service."

Remuneration has got to get away from seeing the dispensing process as an item of service, says Mr Millar. "It is perceived by politicians and others as a simple function, and

this is difficult to deny. Computer endorsement, VADIS, PILs and OPD actually dilute the need for the pharmacist."

"But all this does not replace eyeball contact with the patient. Nor does it replace interprofessional communication — and that is one thing pharmacists need to become better at."

Mr Millar is resigned to a 1.5 per cent increase in remuneration being the most pharmacists will obtain this year. However, with an eye to clarifying matters for the politicians, he hopes that after this year's settlement the cost of drugs will be allocated to general medical services or considered separately.

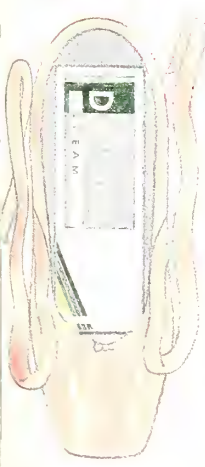
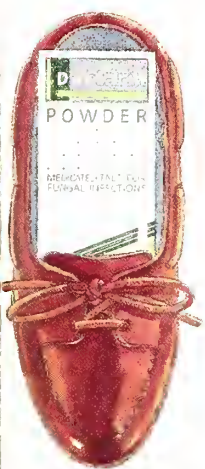
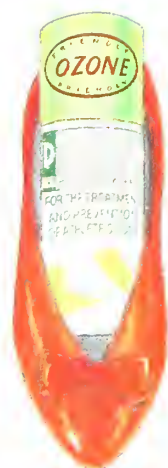
"The Government considers the cost of providing the pharmaceutical service to be the actual cost of the service plus the cost of drugs. As drug inflation is running at 12-14 per cent, this gives the impression that pharmacists' income is going up by the same extent."

An early conclusion

There will be a conclusion to this year's negotiations for England and Wales sooner rather than later, Mr Millar believes. If a settlement is once again imposed in England and Wales, then pharmacy has lost an opportunity, he says, but whatever happens there will be a negotiated settlement in Scotland.

"We have got Scottish contractors in a position where they are prepared to go along with the programme we envisage. If we are held up short then I do not know if we can regain the initiative."

WHY DAKTARIN™ IS GOING TO WALK ALL OVER THE OTHER ANTIFUNGALS.



Daktarin is being promoted to the consumer for the first time. And that can only increase its sales and extend its position in the market.

A massive £750,000 budget has already been allocated for PR and advertising, with mono and colour campaigns in both newspapers and women's magazines.

This extended burst of publicity will bring in customers asking for Daktarin by name. And if you consider that Daktarin already outsells all other antifungal treatments for athlete's foot by over 35%*, imagine what effect such consumer support will have on your profits.

You'll also receive extra personal support, with specially-produced POS material including a consumer leaflet and a new range counter unit for Daktarin cream, puffer powder and spray powder designed according to the rate of sale.

Find out more about these items and our special bonus deals by speaking to your Janssen representative or call our hotline on 0800 660012.

After all, if Daktarin is already successful without consumer support, imagine what will happen when the advertising and PR activity starts this summer.

* Nielsen, January 1993. *denotes trademark

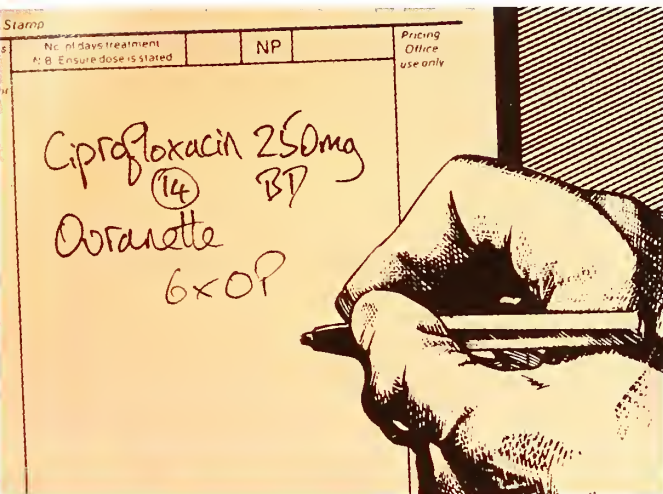


Effective treatment that stops fungal infections coming back.

Janssen Pharmacy Division, Grove, Wantage, Oxon, OX12 0DG.

Initial Information: Presentation: Cream, powder and spray powder, containing Miconazole Nitrate 2% w/w. Indications: Broad-spectrum antifungals for the topical treatment of fungal infections of the skin and secretory organs. Contraindications: Hypersensitivity to miconazole or to any of the excipients. Precautions: Avoid contact with eyes and mucous membranes. Use with caution in pregnancy. Side-effects: Occasional irritation. Retail Price PL No.: Cream: 15g: £2.78 (PL 0242/0017). Legal category: P. P. Holder: Janssen Pharmaceutical Ltd, Grove, Wantage, Oxon, OX12 0DG.

As she gives you this prescription, a woman asks whether ciprofloxacin could make her sensitive to the sun. She has just returned from a holiday in Asia and has now sought treatment for a bout of diarrhoea she came back with. When she was visiting temples in India for one week, she took ciprofloxacin for diarrhoea with no problems. Then she went trekking in the Himalayas, wearing shorts and a T-shirt, and she got bad sunburn despite using a sunscreen she bought there. She also says the drug gave her mouth ulcers





1. Can ciprofloxacin cause photosensitivity? Is it likely in this case?
2. What action do you recommend?
3. What about mouth ulcers? Could there be another cause?
4. Does ciprofloxacin impair the effectiveness of the oral contraceptive?



1. Photosensitivity has been reported with ciprofloxacin but there are too many variables in this case to pin the blame firmly on the drug.
In favour of a drug association, she would have been dressed discretely to visit temples in India and would not have been exposed to the sun. When trekking, however, her arms and legs would have been exposed to the sun.
Against an association, her hands and face would have

- been exposed and reacted to the sun in India. Many people do not realise that the risk of sunburn is much greater at high altitude. Sunscreens bought in some areas may be ineffective counterfeits.
2. Ciprofloxacin is very effective against traveller's diarrhoea due to a wide range of pathogens, so substituting an alternative is undesirable. In the UK, it is feasible to hide from the sun's rare appearances and to protect exposed areas with total block sunscreen. For only one week, this is a sensible precaution.
 3. Mouth ulcers occur spontaneously but, on the evidence available, a link with ciprofloxacin could not be excluded. However, it is likely that she was taking malaria prophylaxis while abroad and this causes aphthous ulcers relatively frequently. Having just returned, she is likely to be continuing with prophylaxis so do not inadvertently encourage her to stop. Topical analgesics or a steroid will help.
 4. Apparently not, but diarrhoea certainly does and you should advise her to take extra precautions.

 "Weleda's homoeopathic medicines - they definitely bring people into the shop."
Chris Giffkins M.R. Pharm. S.

 **Weleda offer:**

- The widest range of OTC homoeopathics in the UK
- Comprehensive range of 26 indicated natural medicines.
- Full range of Pharmacy Only products and pharmaceutical specialties.
- Full range of Weleda toiletries.
- Regular training for pharmacists and pharmacy assistants.

Generous POR on all products.
For full details, please call: **0602 309319** and ask for Tele-sales.
Or fax your order: **0602 440349.**

WELEDA **Harnessing the Power of Nature for Health**
Weleda (UK) Limited, Heanor Road, Ilkeston, Derbyshire DE7 8DR

Chemist & Druggist BPC prereg award

C&D is offering a preregistration graduate the opportunity to attend this year's British Pharmaceutical Conference at Reading University (September 21-24) with basic expenses paid (see p88).

You are invited to send an open letter to the Society's president, setting out in 250 words the kind of hospital or community pharmacy practices you would like to see in place by the year 2000, and identifying three key points the Society will need to pursue to achieve your objectives.

Society president Nick Wood has kindly agreed to judge the entries. The winner and the best five letters will be published in *C&D* on August 21.

Send your entry, 250 words, typed and double spaced, to: John Skelton BPharm MRPharmS, Editor, *Chemist & Druggist*, Benn Publications Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW, to reach us no later than August 13.

Name

Pharmacy address

.....

.....

Tel no

Please ask your tutor to sign and print their name below, and give their registration number.

Name

Reg no

Allen has price marking conviction quashed

David Allen, a past vice-president of the Royal Pharmaceutical Society, has had a conviction under the Price Marking Order quashed by the Court of Appeal.

In doing so, the Court has clarified an aspect of the Order which required goods "exposed for sale by retail" to be marked with the selling price. The price-marking must be legible, unambiguous and clearly identifiable to a prospective purchaser as referring to the goods in question.

Mr Allen's original conviction came after trading standards officers from the London Borough of Redbridge argued that price marking in his North East London pharmacy did not comply with the Regulations.

In his pharmacy, Mr Allen had a display case of prestige

perfumes which, for security reasons, were kept in a glass-fronted, locked cabinet. All goods were priced but, for aesthetic reasons, the tickets were on the base, back or side of the packs rather than on the front. Customers could only see the tickets by asking Mr Allen or an assistant to unlock the cabinet.

The trading standards officers argued that customer should be able to see and compare tickets without having to ask a member of staff. They drew a distinction between goods which could be seen and identified by customers and those which were out of sight, such as in a drawer.

The National Pharmaceutical Association advised Mr Allen that he was complying with the Regulations but the only way to be certain was to allow the case to

come to court. Unfortunately Redbridge magistrates agreed with the trading standards officers and convicted Mr Allen.

On the advice of NPA solicitors, who sought the opinion from leading counsel, Mr Allen then appealed to the High Court.

Giving the Court's judgment, Lord Justice Watkins agreed with Mr Allen's case. The Regulations required prices to be legible, not visible, so he had done all the law required by fixing a legible price ticket to each item.

The Judge also agreed that a "prospective purchaser" was someone actually contemplating buying something, not a browser or window-shopper.

The Court made an order for costs in favour of Mr Allen both for the appeal and the hearing before the magistrates.

Tim Astill, director of the NPA, said the ruling was a valuable judgment which would remove considerable bureaucratic burden from NPA members.

"Community pharmacists, indeed retailers everywhere, have cause to be grateful to David Allen for being a guinea pig. In the event he is completely vindicated, but if the appeal had failed he would have had a conviction against his name."

The Court was told that the Department of Trade and Industry had issued a consultative document three days earlier proposing clarification and amendment of the Regulations. Because of this, the judges rejected a request from the respondent's counsel to certify a point of public importance which could be taken to the House of Lords.

Glaxo put \$10 million into Regeneron

Glaxo have invested \$10 million in biotechnology company Regeneron Pharmaceuticals and are to collaborate on research.

The research will focus on developing a molecular understanding of the mechanism of action of the neurotrophin family. There will also be work into the identification of genes involved in synapse formation, and the control of neuronal cell death in model systems.

The aim is to identify orally active compounds potentially useful in the treatment of neurological and psychiatric disorders.

The early stage research will be guided by a joint management committee comprising equal numbers from each company. A promising substance will be studied further to determine an initial safety profile from Glaxo, at the company's own expense. Glaxo will also undertake any further research work, but at this stage the expense will be shared between the two companies.

Unigam case is referred to European Court

The High Court has decided to refer the action between Scotia Pharmaceuticals Ltd (makers of Efamast and Efamol) and the Department of Health to the European Court of Justice for a ruling.

Earlier this year, Scotia Pharmaceuticals challenged the right of the DoH to issue a product licence for Unigam capsules, a gamolenic acid product from Norgine. At an interim hearing in April (C&D, April 17, p692), the High Court

suspended the licence for Unigam capsules.

The European Court will have to decide the extent of discretion allowed to the DoH when granting product licences from abridged applications with reference to EC Directives.

Norgine have applied to have

Unigam's licence reinstated so that marketing can be resumed pending a decision by the European Court, which may take up to two years. The High Court will consider at a hearing on October 4 whether the injunction should be lifted and, if so, on what terms.

Retail sales for June are up on May

The seasonally adjusted estimate of retail sales volume in June was 103.3. This is 1.3 per cent above the May figure and 3.9 per cent higher than the June 1992 level.

April to June showed a 0.5 per cent increase in volume of sales to the previous three months.

Burroughs Wellcome have won the latest round in the battle over their patent right to zidovudine.

A US district court has ruled that Wellcome's employees are the sole inventors of zidovudine and hold the patents on the drug for the treatment of HIV.

Burroughs Wellcome filed a complaint against generics manufacturers Barr in May 1991, after Barr made an application to the US Food and Drug Administration for approval to produce a generic copy of AZT before the

expiration of Burroughs Wellcome's patents.

The decision rejects the defendant's claim that employees of the US National Institute of Health should be named as co-inventors with the Burroughs Wellcome scientists.

The court held that Burroughs Wellcome had established that it had a definite and permanent idea of the invention of the use of AZT as a treatment for HIV infection by February 6, 1985, weeks before NIH employees knew what it was.

Duphar distributors

Duphar Laboratories have appointed Unichem and AAH Hospital Service as distributors of their products to hospitals from August 1. They say this will reduce stock holdings and save money for the hospitals, and be more convenient.

AAH hospital range

AAH Hospital Service have added Smithkline Beecham, Fisons, Sandoz, Antigen and Duphar (see above) to their stable. AAH say other hospital companies are trialling the AAH service in various regions.

The company continues to act as hospital distribution agent for Glaxo Laboratories and Allen & Hanbury, and say that an increasing range of Glaxo products are available on daily delivery.

Swains deliveries

As a result of a minor heart attack, Terry Duke, field sales manager of Swains International, will be out of circulation for a couple of weeks. His customers will be dealt with by Richard Harrington within the M25 area, David Nice in Essex and Jason Leverett in Suffolk.

Insolvency action

The DTI is setting up a working party to identify the barriers to greater use of company rescue procedures, in a bid to reduce company failures.

New tax handbooks

Allied Dunbar are to publish a new Tax Handbook at the beginning of August which includes an extensive calendar of key tax and financial planning deadlines until December 1994.

Wellcome in global OTC deal with Warner-Lambert

Wellcome and Warner-Lambert have signed a letter of intent for a global partnership to develop and market consumer healthcare products, including OTC versions of Zovirax.

The deal calls for both companies to place all current and future OTC products into a joint venture to be called Warner-Wellcome Consumer Health Products.

In the last fiscal year, the new

venture would have generated pro-forma OTC sales of \$1.6 billion worldwide.

Warner-Lambert will be the managing partner of the new alliance with day-to-day operating responsibilities. Wellcome will have three of the seven members of the governing board.

Warner-Lambert will receive approximately 70 per cent of the profit generated in the USA. After

start-up adjustments, the two companies will share rest-of-the-world profits on an equal basis.

In terms of Zovirax and any future POM to P switches, the originator will retain the majority of the resulting profit.

The profit arrangements are such that the alliance will not be dilutive to either partner on an operating income basis, according to a statement issued on Wednesday.

As soon as North American and European structures are in place, the partnership will move to integrate their OTC business elsewhere.

Brands which will be included in the joint venture are Actifed, Sudafed, Neosporin, Nix and Calpol from Wellcome, while Warner-Lambert will contribute Listerine, Benadryl, Benylin, Sinutab, Efferdent, Anusol, Tucks and Replens.

The establishment of the alliance is subject to completion of final agreements which should be signed later this year.

• Warner-Lambert has also announced the signing of a letter of intent to form a worldwide joint venture with Glaxo Holdings to develop and market Glaxo's potential POM to P switch candidates, including OTC Zantac in the US.

Glaxo OTC lines will be marketed and distributed through Warner-Wellcome Consumer Health Products, with Wellcome participating in the profits.



The new trade and technology minister Patrick McLoughlin (left) visits the Laboratory of the Government Chemist in Teddington. Helen Parkes, a research scientist in the analytical molecular biology group at LGC, explains LGC's research on the sensitive and rapid detection of food pathogens

Advance information

Fujifilm Roadshows on August 4 at the Portland Thistle Hotel, Manchester; on August 18 at the Marriott Hotel, Glasgow, and on September 1 at the Grand Hotel, Bristol, all 2.30-8pm with refreshments and buffet. Booking information from Peter Wigington at Fujifilm, tel: 071-586 5900.

Pharmacy Practice Research, "Questionnaire Design" two-day workshop on August 22-23, in Birmingham. For details tel: 0203 600064 (24hr answering machine).

The 95th International Frankfurt Fair Autumn '93 on August 21-25, Further details from Messe Frankfurt GmbH, Bereich Press+PR, S 23-ben, Postfach 15 02 10 D-60062 Frankfurt am Main, Germany.

European Society for Opinion and Marketing Research, 16th congress and exhibition on "Many faces of quality now and in future" on September 12-15 at the Sheraton Copenhagen Hotel. Further information from ESOMAR, Amsterdam, tel: (31) 20 664 2141.

IBC Technical Services, international two-day conference: "Business restructuring in the pharmaceutical industry" on September 16-17 at SAS Portman Hotel, London; "Rapid screening strategies

for the discovery of novel drug candidates" on September 22-23 at Society of Chemical Industry, London SW1; and "Neutrophic Factors" on September 23-24 at St Johns College, Cambridge. Contact Caroline Elliott, IBC Technical Services, tel: 071-673 4383.

"Practical Partnering", meeting on effectively managing buyer/supplier relationships on September 29-30 at Regents Park Marriott, London. Contact Emma Hilditch, IIR Ltd, tel: 071-412 0141.

"Validation of Cleaning in the Pharmaceutical Industry", seminar on September 30, at Cafe Royal London. Further details from Management Forum, Guildford, Surrey, tel: 0483 570099.

Interphex European programme, pharmaceutical and cosmetic industries forum, on October 26-28 in Utrecht. Contact: Florent Supplisson, Sepelcom-Interphex, Lyon, tel: (33) 72 22 32 13.

International Transit Packaging conference on October 6-7 at Burford Bridge Hotel, Dorking, Surrey. Further information from Moira Erwin, Pira International, tel: 0372 376161.

"Strategic Alliances, Mergers and Acquisitions in Pharmaceuticals" on

October 12-13, at the Gloucester Hotel, London, SW7. Tel: 071-412 0141 for information.

Royal Society of Medicine, "Pressure on communication of results of clinical research" on October 13 at 1 Wimpole Street, London W1. Further details from Samantha Greshoff, RSM, tel: 071-408 2119.

"Rx to OTC switches and marketing OTC drugs" on October 20-21 at the Cafe Royal, London W1. Further details tel: 071-412 0141.

Society of Pharmaceutical Medicine, meeting on "Anti-Atherosclerotic and Lipid-Modifying Drugs in the 1990s", on October 28-29 at the Scientific Societies Lecture Theatre, New Burlington Place, London W1. Contact Mrs B Cavilla on 071-581 8333 for further details.

Adam Smith Institute, conference on "The Impact of International Healthcare Reform on the Pharmaceutical and Healthcare Industries", on November 22-23 in Brussels. For details contact Nicola Abbott on 071-490 3774.

Pharmacy Practice Research, meeting on "Pharmaceutical remuneration — paying pharmacists to meet peoples needs" on December 2 at RSPGB. Details from Fiona Potter, tel: 0203 690064.

SB reach for their lawyers in Japan

Smithkline Beecham are suing Japanese pharmaceutical firms which they believe are infringing their patents.

Smithkline Beecham and their Japanese subsidiary Smithkline Beecham Seiyaku K. K. have jointly filed lawsuits against Fujimoto Pharmaceutical and Towa Pharmaceutical, claiming damages by their sale of generic cimetidine products.

SB contend that this infringes on their patent for cimetidine, the active ingredient of Tagamet.

The amount of damages being claimed against Fujimoto is three billion yen. Some 1.9 billion yen is being claimed from Towa.

Earlier this year SB obtained a provisional injunction to refrain Towa from manufacturing and selling their cimetidine product, Tiekapto.

Classified

APPOINTMENTS

UniChem want to buy a buyer. For £20,000 or more.

UniChem PLC, the UK's leading pharmaceutical wholesaler, is seeking a new buyer for the

Medical Products Portfolio.

Based at our Chessington, Surrey, head office, the buyer will work closely with our Medical Controller, and be responsible for the sales development and profitability of UniChem's medical products portfolio. The job entails a close working relationship with manufacturers and liaison with professional bodies; monitoring the market and our competitors; the development of strategies to keep us at the forefront of the sector; and the development of promotional programmes in conjunction with our marketing department.

The person we appoint must have proven negotiating skills, and preferably experience in the medical products area. We shall be looking for good analytical skills, a strong personality, and the ability to become part of a successful and highly motivated team. The preferred age range is 22-35.

The importance of this position is reflected in the salary of £20,000+ p.a., with car.

If you think you could match up to this demanding and exciting opportunity, write with full CV to:

UniChem


Mrs J. King, UniChem PLC,
UniChem House, Cox Lane,
Chessington, Surrey KT9 1SN.



REGINA
TM

PRODUCTION MANAGER NORTH LONDON

Regina Health Limited is a young, dynamic Company. Well known for the high quality health supplements ranging in market to OTC, to a major multiple and independent chemist, and the health food sector.

We are now seeking a Production Manager, ideally living within a commuting distance of our premises in Finchley, to represent our interests with our contract manufacturers and packers. In essence your main task will be to ensure that our products achieve timely distribution within agreed constraints of quality, packaging, and legal requirements.

Reporting in this position to the Managing Director you will ideally have developed all-round management skills, ideally with a small company in the health supplements, cosmetics, or OTC pharmaceuticals sector, with a preferred emphasis on purchasing, but with first hand knowledge of the production and distribution functions. You will have sufficient technical knowledge to provide guidance on product manufacture, quality assurance, and packaging legislation. You will also be at ease with computerised stock control.

As a person you will be an enthusiastic self-starter who enjoys being a key member of a small but strong management team, with excellent negotiating and interpersonal skills.

A very competitive salary and benefits package, including a car, is offered to attract the calibre of manager we are seeking.

To be considered for this position please direct your CV to our consultants, Knipe (Recruitment) Limited quoting reference 2501.

Knipe

Limited

Lancaster House, Churchfield Road, Walton-on-Thames, Surrey KT12 2LJ

PHARMACIST WANTED

For pharmacy in seaside town in West Cork, Ireland.
Permanent or long term locum. Flexible hours.

Please reply in writing to:
Box No. C&D 3453

OXFORD

Pharmacist required to assist in the development of a recently acquired community pharmacy. Enthusiasm for patient counselling and advisory role more important than retail experience. An interest in homoeopathy is essential. Support will be given for attendance at recognised courses in homoeopathic pharmacy.

Please apply to

Hilary Cunnane, Northway Pharmacy,
53 Westlands Drive, Northway Estate,
Oxford OX3 9QS.

Tel: 0865 63706 day, 0865 873075 eves

EXETER, DEVON

Exciting opportunity for ambitious pharmacist. Manager Long Term Locum required for small busy community pharmacy. Excellent supporting staff.

Interested? Then telephone
Mr M. Bishop on 0264 352400 or
write including cv to
Coopers Chemist,
27 High Street, Andover SP10 1LJ

NORTHAMPTON

Assistant Branch Manager to work in pharmacy which is open 9.00am till 7.00pm — seven days a week.

To work three days a week,
mostly weekends.

Please contact in writing:

Colin Richardson,
298 Wellingborough Road,
Northampton NN1 4EP

APPOINTMENTS

Add a healthy outlook to your local community

Moss Chemists is one of Britain's most respected pharmacy chains. For over 75 years customers have relied upon our high standards of service and professionally trained staff. Staff who listen and offer good advice and regard themselves as very much part of the community health team.

MANAGERS

- Newcastle under Lyme
- Salisbury
- Myrtle Cottage (Bournemouth)

Continued growth has created career opportunities for pharmacists with the personality and drive to make a real impact on local community healthcare.

Experienced or newly qualified, (full training will be given) we need an individual with a commitment to patient counselling, coupled with the communications skills and management qualities to actively market a wide range of medicines, healthcare and leisure products.

In return, you'll enjoy the full support of a highly professional company, modern well equipped and efficient facilities, flexible working hours and a highly competitive salary and benefits package. This will include; PPP membership, pension scheme with life assurance and generous staff discounts.

Apply with CV to: Mr Roger Cotton MRPharmS, Recruitment and Training Executive, Moss Chemists, Fern Grove, Feltham, Middlesex TW14 9BD.

1A7472

MOSS
CHEMISTS

PHARMACIST WANTED IRELAND

Pharmacist required for West Coast of County Donegal, Ireland. Beautiful scenic seaside location, calm, peaceful environment.

All facilities within easy reach. Top salary and conditions.

Apply to: **Finbarr Ryan MPSI**
The Pharmacy,

Bunbeg, Co. Donegal, Republic of Ireland
Tel: 010-353 72 55403 (evenings)
010-353 75 31254

WEST DULWICH PHARMACY

Experienced chemists shop assistant required.
(Must be either experienced or willing to study NPA course)
Initially part-time, then full time.

New surgery to open in next few months.

Please write to: Mrs Williams,
109 Rosendale Road, Dulwich SE21 8EZ.

Telephone: 081-670 2119

LEICESTER

Pharmacist Manager required
professionally & commercially
orientated, to manage a pleasant
refurbished community pharmacy.
Minimum paperwork.
Good supporting staff.
Newly registered welcome to apply
Phone anytime (0509) 231706

NUNEATON

Pharmacy manager
required.
Five and a half day week.
Must be enthusiastic.
Telephone Mr Gohil
on 0203 663581

BEAUTY CONSULTANT

Laboratoires RoC (U.K.) Ltd is a rapidly expanding French skin care and cosmetics company. We are currently seeking a full-time Consultant to work in The Pharmacy Department of Harrods, London. This position offers a competitive salary and good rates of commission. In addition, quality incentives can be earned for high achievement against sales targets. A quarterly product allowance is also given.

Previous experience as a beauty consultant is not necessary, but you must have at least two years' experience of working in a pharmacy environment and have proven sales ability. You must also be enthusiastic, numerate, well-presented and self-motivated.

Please send your Curriculum Vitae to:
Jackie Creasy, Consultant Administrator,
Laboratoires RoC (U.K.) Ltd.,
The Kirkgate, 19-31 Church Street,
Epsom, Surrey. KT17 1PF.



LOCUMS

Provincial Pharmacy Locum Services

We have over 3,000 pharmacists registered! Plus experience of handling over 100,000 bookings **NATIONWIDE!**

OUR BUSINESS

Place your locum problem in the hands of our experienced co-ordinators. We will inform you the moment cover is found. We leave you to get on with doing what you do best, running your business.

PLEASE CALL NOW!



MIDLAND PHARMACY LOCUM AGENCY

Nationwide services available,
all areas covered.

Pre-registration for proprietors & locums.

Booking fee for proprietors
£12 + VAT per locum per day

Please call:
(0902) 24664 (24 hours)

FRANK G. MAY AND SON

Locums required & supplied in the South East.

Please telephone
Keith May - 0622 754427 (24 hours)

AGENTS

AGENTS REQUIRED

To promote range of proven fast selling hair ornaments/gift lines to retail chemists.

Most areas available.
Excellent commission.

If you are experienced, with good sales records and contacts with retail chemists, please apply to:

CALIFORNIA CREATIONS
64 High Street, Sawston,
Cambridge.

Telephone: (0223) 833411
or write with C.V.

SITUATIONS WANTED

A MAN FOR ALL SEASONS

Emergency Locum Pharmacist available on a daily basis.
Reliable, adaptable and highly recommended.

Contact: Lionel Stein,
47 Preston Road, Wembley, Middlesex.
Telephone: 081-904 2976

BUSINESS FOR SALE

ALLIANCE VALUERS & STOCKTAKERS

120 Pannal Ash Road, Harrogate HG2 9AJ
Telephone Harrogate (0423) 531571



PHARMACISTS

THINKING OF SELLING YOUR BUSINESS?

To replace businesses recently sold and to meet demand from keen purchasers, we urgently require good quality pharmacies in most areas.

Contact the above address for prompt professional advice.

BUSINESS OPPORTUNITIES

We are a successful wholesale company. We are developing a new product which is based in the pharmaceutical industry. We need to link up with a business minded qualified pharmacist who will work with us. The project is very exciting and if it goes ahead, there could be a good future for the right person.

Contact: Rebecca Locke,
SOHO LABEL LIMITED
Unit 3-9, 3rd Floor, Wembley Commercial Centre, East Lane, Wembley, Middlesex. HA9 7XX.

INDEPENDENT DISTRIBUTOR

for Quorum International (UK) Ltd requires self motivated people looking for secondary income with high-tech state of the art consumer electronics. No inventory requirements. First class marketing and training support.

Telephone: K. Fowles — (0923) 463265

FINANCIAL



NUMARK

F I N A N C E

Numark has negotiated competitive terms from British Joint Stock Banks, to provide finance to independent pharmacists for the purchase of new pharmacies, or re-finance existing loans, with no trading ties.

If you would like an application form, which includes full details of the scheme, please contact

*Retail Services Department
Numark Management Ltd., 5 6 Fairway Court
Amber Close, Tamworth
Staffs B77 4RP Tel: 0827 69269*

NUMARK FINANCE - KEEPING INDEPENDENTS INDEPENDENT



WALBROOK
BUILDING FINANCE

**TO ADVERTISE IN THIS
SECTION, PLEASE
PHONE JOE DOVETON
ON 0732 364422 EXT 2314**

PHARMACY COMPUTER SYSTEMS

S CALVERT COMPUTER SERVICES PRESCRIPTION LABELLING SYSTEMS

including:

- Patient records ● Drug interactions
- Owings ● Stock usage
- Controlled dosage sections for homes etc.
- Complete systems available
- 28 day free trial on all software

**FOR MORE DETAILS, CONTACT
S CALVERT COMPUTER SERVICES AT
83 PONTEFRAC T LANE, LEEDS, LS9 9HS.
PHONE (0532) 484746**

PHARMACY COMPUTER SYSTEMS

Simple Software Limited

THE BEST PMR

THE ULTIMATE FULL COLOUR 486 SYSTEM THAT SAVES YOU TIME AND MONEY ON ENDORSEMENTS

- Maximises Remuneration
- Endorsements
- Every UK Drug Tariff
- Blacklist Alert

WE LEAD, OTHERS FOLLOW.

Software only also available.



Please telephone for a demonstration - Simple Software
PO Box 2611, Smethwick,
Warley, West Midlands B66 1BN
Telephone: 021 580 1511
Fax: 021 580 1462

John Richardson Computers Ltd

PMR

Latest Update 6/93

EPOS

JRC systems are renowned for their speed, ease-of-use and flexibility - They are the most widely used in pharmacy today, are constantly updated and enjoy an enviable after-sales service. You may think you can't afford the best - You'll be surprised...

FOR MORE DETAILS, OR FREE EPOS/PMR VIDEOS, PHONE 0772 323763 (FAX 0772 323003) - OR WRITE TO JRC LTD, FREEPOST, PR5 6BR

Three Items For A Total Cure!

PILLS - Patient Medication Records
CheckOut - POSH EPOS
Ob-serve - Book keeping package



Hadley Hutt Computing Ltd,
George Bayliss Road,
Droitwich,
Worcs. WR9 9RD
Telephone: 0905 795335
Fax: 0905 795345



PROMOTED
PILLS &
OBSERVE

PACE beta

**LABELLING
SYSTEMS**

THE BETTER LABELLING & RECORD SYSTEMS

- Faster
- Guaranteed Security
- More Features
- Simpler
- Free Credit
- Low Price

No one has more experience.

Don't buy without first seeing a Pace Beta demonstrated in YOUR pharmacy

- Available for one months trial

For details and a free demonstration

Telephone: 061-941 7011

37 Stamford New Road, Altrincham WA14 1EB

PRODUCTS AND SERVICES

CRAMS

Specialists in Cash Control Systems

Free demonstration on

Sales Analysis

Cash Control

Stock Control

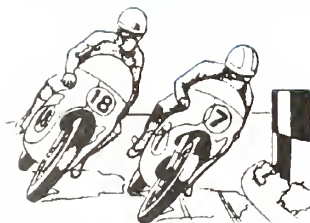
Telephone:



0602 420421

MEP HOUSE, CROYDON ROAD, RADFORD, NOTTINGHAM NG7 3DS.

CHEMTEC SYSTEMS LTD.



**BACK A
WINNER!
GO FOR THE
ALCHEMIST
3000**

The Alchemist 3000 dispensary computer system has all you would expect a leading system to have.
For details and of our special **FREE SOFTWARE** offer
Call 0772-622839

Low cost maintenance

Low cost maintenance

Simply the best

**PMR
SYSTEMS**

PARK SYSTEMS LTD.
6 Vulcan Street, Liverpool L37BG
Tel 051 298 2233 Fax 051 298 1689

**THE independent
supplier
you can rely on**

■ Prescription endorsements

■ Free replacement hardware every 3 years

■ Generous part exchange allowances

ABORTION

ADVICE
& HELP

LONDON
LEEDS

071 388 4843
0532 440 685

READING
MANCHESTER

0734 560131
061 832 4260

A REGISTERED CHARITY
MARIE STOPES
1975
WORKING TO PROVIDE FAMILY PLANNING WORLDWIDE

PRODUCTS AND SERVICES

YES! We now have a
car insurance policy
designed specifically for pharmacists!

**Special low premiums
for all in Pharmacy!**

- ◆ Immediate 25% discount
- ◆ Domiciliary and residential home visits PLUS Oxygen and Prescription delivery automatically covered
- ◆ SCHEME ALSO APPLICABLE TO ALL PHARMACY STAFF
- ◆ Protected No Claims discount
- ◆ Free 24 hour legal advisor service
- ◆ Uninsured loss recovery
- ◆ Company cars, fleets and pharmacy delivery vans also covered

For an immediate quotation on your car insurance

 **0245 492949** Extension
PIA Motor

We also arrange: ◆ Professional Indemnity Insurance for your pharmacy business for £189 per annum
◆ Business & Contents Insurance ◆ Locum PI Insurance

 **021-236 0031**



— WORKING FOR PHARMACY —

THE PHARMACY INSURANCE AGENCY

PART OF THE PROVINCIAL PHARMACY SERVICES GROUP



D&M Printing Company Limited
LABELS AND COMMERCIAL PRINTING

Pharmacists! Save Money by using
our dispensing labels.

Contact: Des or Mark Alger

Telephone: 051-949 0567

Fax: 051-949 0747

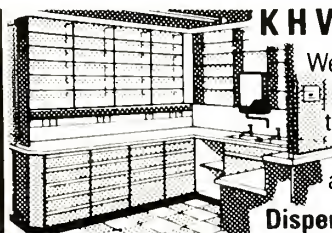
SHOPFITTINGS

SHOPFITTING SYSTEMS & SERVICES

- Free Independent Advice for Independent Pharmacists
- Choice of Systems to meet your budget
- Top design or unbeatable lowest price package
- You can share in 30 plus years experience in pharmacy planning

Call **Frederick Moore** — **0525 222526**

39 Cooks Meadow, Edlesborough, Beds. LU6 2RP.



K H WOODFORD & Co Ltd

We as specialist manufacturers
and installers invite you to
telephone us on **0202 396272**
for details of our fully
approved equipment for all...

Dispensary and Pharmacy fitting

SHOPFITTINGS



0626 - 834077

COMPREHENSIVE DESIGN, MANUFACTURE
AND INSTALLATION SERVICE FOR
THE RETAIL PHARMACY

KING CHARLES BUSINESS PARK,
OLD NEWTON ROAD, HEATHFIELD,
DEVON TQ12 6UT

gemma shopfitting
systems

PROFESSIONAL

PHARMACY DESIGN & INSTALLATION

OXFORD ROAD,
PEN MILL TRADING ESTATE,
YEOVIL BA21 5HZ.

0935 20724

Martex

SHOPFITTING

FROM LOW COST PERIMETER SHELVING TO
UPMARKET PERFUMERY SHOWCASES TRADITIONAL
OR CONTINENTAL DISPENSARIES

CONTACT **MARTIN BAGG** FOR A COMPLETE
SHOPFITTING SERVICE FOR THE PHARMACIST

0392-216606

MIP

SPECIALIST PHARMACY SHOPFITTING

CONSULTATION
DESIGN
MANUFACTURE
INSTALLATION
SERVICE

DESIGN

UNIT 11, COVENTRY CANAL WAREHOUSE, LEICESTER ROW
COVENTRY CV1 4LH
TELEPHONE: 0203 223502

Shopfitting Specialists Ltd

FULL DESIGN SERVICE FROM CONCEPTION TO COMPLETION

- Pharmacy Units • Counters • Showcases • Shelving •
- False Ceilings • Lighting • Heating • Flooring • Shopfronts in
- Hardwood and Aluminium • Fascia Signage • Roller Shutters

NATIONWIDE COVERAGE

WALSALL (0922) 20422 - UNIT 15, FIELDGATE
NEW STREET, WALSALL WS1 3DJ

STOCK FOR SALE

DON'T GAMBLE
(WITH YOUR MONEY)

Compare our Generic
prices and deals with those
of your present supplier.

It'll only take a few
moments and we'll pay for
the call!

CALL FREE ON
0800 21 29 62

F R E E M A N
P H A R M A C E U T I C A L S



**THREE PEARS
WHOLESALE**

Invite you to our large refurbished
perfume department. We carry very
large stocks of all top branded
fragrances, aftershaves, cosmetics
at very competitive prices.

Also huge stocks of clearance middle
market branded products.

For a price list please phone,
fax or call.

New Stocks arriving daily.

•
THREE PEARS WHOLESALE
Unit 12, Duddeston Mill T/Estate,
Duddeston Mill Road,
Saltley,
Birmingham B8 1AR.
Telephone: 021-359 7948
Fax: 021-359 8257

**BEAT THESE
PRICES!**

CIMETIDINE ONLY
£3.50
(all strengths)

PROPAX STERILE 50%
Dressing Pack Discount

100 SERC 8MG
25% Off Trade



FOR FULL PRICE LISTS CONTACT

D.E. Pharmaceuticals

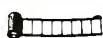
DERWENT HOUSE, PRUDHOE STATION, NORTHUMBERLAND NE42 6NP
TELEPHONE: 0661 835755 FAX: 0661 835839

Europharm

NIFEDIPINE
10MG
(ORANGE)
SHORT DATED
£2.69

FREEPHONE
0800 525381

STOCK FOR SALE



LIBRA DISTRIBUTORS

KODAK GR12 at £1.53 = 20% OFF TRADE
KODAK GR24 at £1.75 = 27% OFF TRADE
KODAK GR36 at £2.17 = 27% OFF TRADE
KODAK GS12 at £1.64 = 20% OFF TRADE
KODAK GS24 at £2.04 = 22% OFF TRADE
KODAK GS36 at £2.48 = 22% OFF TRADE

WHOLE RANGE OF KODAK, FUJI, ILFORDS, POLAROID, DISPOSABLE CAMERAS, FLASHES, LITHIUM BATTERIES, CAMERA BATTERIES IN STOCK. FEEL FREE TO CALL FOR A COMPREHENSIVE PRICE LIST. IDEAL TIME TO GET IN FOR PASSPORT PICTURES — FOR A FREE DEMO CALL US.

**WHOLESALE OF FRAGRANCES
PHOTOGRAPHIC FILMS & BATTERIES**

TELEPHONE: 081-445 4164

FAX: 081-445 1399

SUNGLASSES

1/2 PRICE SALE SUNGLASSES 1/2 PRICE SALE

Top quality exclusive designs not available in markets or any other cash + carry Direct marketing by the Importer to the chemist trade

FINAL CLEARANCE SALE

100 pairs of Sunglasses
100 Exclusive Cases
100 Mixed Colour Cords

£99

All inclusive
of VAT, Postage
& Packing

* Ticket Retail Prices £14.99, £17.99, £19.99

Sunny Specs, Unit F5, Skillion Commercial Centre,
Lea Valley Trading Estate, Edmonton N18 3BP.
Tel: 081-345 6359 Fax: 081-887 1452

STOCK WANTED

EXCESS DISPENSARY STOCK REQUIRED

i.e. Eldepryl, Ossopan, Sandimmun
100mg capsules, 20 Ladex,
Ventolin Nebules 2.5mg/5mg,
Atrovent Nebules 1ml/2ml.

**Chemist & Druggist List Price
Less 30% Paid**

No minimum quantity.

**Please phone 081-882 1646
for further details.**

WANTED

Old Chemist Shop fittings, Bottles, Mirrors,
Drug Runs, Bow Cabinets, etc.
Complete shop interiors purchased.

We try hardest, travel furthest, pay more.

Telephone: (0327) 349249 Eves: 41192

Fax: (0327) 349397

Business Link

A FREE Service for Chemist & Druggist Subscribers

PHARMACIST MANAGERS

PHARMACIST MANAGER REQUIRED - W11 - Consider newly qualified, North London Area, busy pharmacy, will be involved in all aspects of pharmacy management. Tel: 04945 30139.

DISPENSING ASSISTANTS

LONDON W10 - Dispenser-counter hand needed in easy-going pharmacy, open 9-7 but can do hours to suit, may consider summer student. Tel: 081-969 8741.

LOCUMS

LEICESTER - Required full/part time or regular days up to end of year. Tel: 0533 419527.

LONDON, W10 - Locum pharmacist required from 9th August for 2 weeks, easily run pharmacy. Tel: 081-969 8741.

BISHOPS STORTFORD, HERTS - Pharmacist required for alternative Saturday mornings on regular basis. Tel: 0279 654172.

LONG EATON, NOTTINGHAM - Pharmacist required urgently for Saturday mornings, Locum on regular basis 9-12pm. Tel: 0602 733273.

CROYDON - Immediately require experienced long term locum/enthusiastic manager to run small pharmacy, 5/6 days per week. Tel: 071-703 9800.

FRINTON-ON-SEA, ESSEX - Community pharmacist required for rota duties for pleasant pharmacy. Tel: 0255 672845.

LONDON, SE4 - Locum required on regular basis for half a day. Tel: 081-692 2823.

EDINBURGH - Experienced locum required for four months starting Sept 1st

1993. Tel: 031-447 3042.

HORNCHURCH, ESSEX - Permanent locum required, excellent supporting staff, pharmacist manager considered, hours and salary by negotiations. Tel: 0708 442292.

BIRKENHEAD - Locum required for holiday cover Sep 6th-18th, odd days considered. Tel: 061-881 1452.

LONDON SE1, TOWER BRIDGE - Wanted now enthusiastic pharmacist manager/long term locum to develop NHS/OTC of branch pharmacy. Tel: 081-642 4200 evenings.

WEYMOUTH - Locum required for any Saturdays 9-5.30pm or 1.30-6.30pm. Tel: 0305 814828 day or 0305 779277 evening.

SITUATIONS WANTED

NORWICH + 40 MILE RADIUS - Experienced locum available September. Tel: 0603 702502.

N LONDON, HERTS, MIDDLESEX - Pharmacist available for one week 9-14 August or holiday cover. Tel: 0923 856030 after 7pm.

MATURE & EXPERIENCED LOCUM - Available from Sept, will travel if suitable accommodation available. Tel: 071-739 4826.

LONDON (ZONES 1/2/3) & SURROUNDING AREA - Experienced locum now booking regular Saturday/Sunday work from September 1993 onwards, comprehensive service, all offers considered. Tel: 0484 432208.

BUSINESSES FOR SALE

NR CHELMSFORD - Pharmacy NHS 3,200 T/O £409,000, price £200,000 for goodwill and lease. Tel: 0234 353582.

SOUTHAMPTON - T/O 250,000 high gross profit, dispensing 2,300 items per month, price £120,000 & SAV. Tel: 0703 672564 after 7pm.

MANCHESTER - Lease, stock, fixtures and fittings for sale, no goodwill. Tel: 061-302 1533 (evenings).

EXCESS STOCK

TRADE LESS 50% - Dicycne 500x100 (exp 11/93), Isordil Tembids 2x100 (exp 9/93), Orap 2mg 2x100 (exp 10/93 & 4/94). Tel: 071-582 6344.

TRADE LESS 30%+VAT - Midrid X 111 (exp 9/93), Pancrex V Forte x 100 (exp 1/94), Intal nebuliser soln x 48 (exp 11/94). Tel: 0232 667767.

TRADE LESS 30%+VAT+POSTAGE - 11x100 Dolmatil 200mg tabs (long dates), Trade less 50%+VAT+postage - Questran A (exp 8/93) 5x20. Tel: 071 272 3967.

COMPLETE COVERGIRL STAND - Latest stock, trade price over £1,000, will accept £500, buyer collects. Tel: 0494 520685

(Maidenhead).

TRADE LESS 40%+VAT+POSTAGE - 2x575G Maxamum XP (exp 2 & 3/94). Tel: 0742 343615.

TRADE LESS 35%+VAT+POSTAGE - 8x10x0.2ml Fragmin 2500iu disposable syringes. Tel: 0273 605657.

TRADE LESS 30%+VAT+POSTAGE - 1 box Conveen 5205 Unisheath, 1 box Simpla Trident bags 370809, 1 box Simpla Trident bags 370819. Tel: 0294 601761.

TRADE LESS 30%+VAT+POSTAGE - 50x100mg Retrovir caps or fax me your list. Tel: 072-982 2539.

TRADE LESS 30%+VAT - 350 x Catapres 0.3mg, 99 x Aldactide 50, 50 x Blocadren. Tel: 0322 432146.

TRADE LESS 35%+VAT+POSTAGE - 187 x Mestimon tabs (exp 9/95), 80 x Madopar caps 125mg (exp 10/93), 62 x Alupent tabs 20mg (exp 10/94), 60 x Faverin tabs 50mg (exp 8/94), 20 x Ossopan tabs 800 (exp 5/95). Tel: 081-204 4542.

Free entries in "Business Link" (maximum 30 words) are restricted to community pharmacist subscribers to Chemist & Druggist. No trade advertisements will be permitted. Acceptance is at the discretion of the Publishers and depends upon space being available. Send proposed wording to "Business Link" using the form below.

EXCESS STOCK CAUTION: Pharmacists are responsible for the quality, safety and efficacy of medicines they supply. In purchasing from sources other than manufacturers or licensed wholesalers they must therefore satisfy themselves about product history, conditions of storage etc.

Aboutpeople

Commended for customer service

Gillian Hawsworth, community pharmacist and Council member, has been commended for excellent customer service in the 1993 *Daily Telegraph* and First Direct's Customer First Awards.

In a category with more than 200 entries, Mrs Hawsworth

Mrs Hawsworth was short-listed by the judges and told to expect a mystery shopper in the next six weeks. "That was a very nerve-racking time," she said.

Eventually a phone call informed her of her success and there was a further in-depth interview before the award was finally given.

The judges were especially impressed with the advice and healthcare services offered at Mrs Hawsworth's pharmacy, the Old Bank Chemist in Mirfield. Its screening services include cholesterol testing, blood pressure checks, blood glucose testing and pregnancy tests. The privacy of the counselling room is very helpful for providing these tests, said Mrs Hawsworth.

There is free literature available in the pharmacy, a prescription delivery service and a domiciliary service for those people who cannot get to the pharmacy.

Mrs Hawsworth has received a certificate to display in her pharmacy.



submitted a written entry about how her business had improved customer service levels.

She told the judges how, following the departure of her sole GP seven years ago, she had to build up the pharmacy business by offering a range of healthcare services. The nearest surgeries are now two miles away.

Obituary

Stanley Durham

Mr Stanley Durham FRPharmS, of 83 Fareham Park Road, Fareham, Hampshire, died on July 18.

W F Patterson FPS writes: The passing of Stan Durham represents for us the end of an era. I was fortunate enough to follow him through the offices of secretary and chairman of the local branch. He always had strong views, freely expressed, based on a wealth of knowledge.

For many years he represented us at meetings and conferences, and his introduction "Durham of Sheffield" was hardly necessary — he was so well-known and was listened to intently.

Community pharmacy owes a debt to that very Christian gentleman.

Lloyds push the pram out

Lloyds Chemists are in the middle of a major charity appeal involving their 225 West Midlands branches.

The Coventry-based charity Baby Lifeline's Golden Pram Appeal has been raising money for baby care units in hospitals in the West Midlands for 12 years. Now with the help of Lloyds, they are going nationwide.

The national campaign was launched at the Hilton Hotel in Coventry. Peter Lloyd, chief executive of Lloyds Chemists, says: "We have supported many individuals and groups with sponsorships and donations, but this is the first time we have supported a major appeal. We are delighted to support Baby Lifeline."

To start the campaign, all Lloyds stores in the West Midlands have been given 100 pram badges to sell at £1 each. If all the badges are sold, Lloyds will raise £22,500. The pilot campaign is scheduled to last one month.

Pictured at the launch of the campaign are Peter Lloyd, chief executive, Judy Ledger, founder of the charity, and West End star Dave Willetts



Courtesy Coventry Evening Telegraph



The Thomas Appeal visits Boots in Gloucester. Martin Haworth, store manager, hands over their cheque to Anna Brown and John Heyworth

Boots gives support to AT charity

Pharmacist John Heyworth, store development manager for Boots, recently teamed up with Anna Brown, business planning manager, for a Round Britain drive to raise money for the Thomas Appeal.

The Thomas Appeal began after the son of Beverley Hodson, business general manager, was found to be suffering from ataxia telangiectasia (AT), a fatal genetic disorder causing progressive paralysis and cancer in children who inherit two copies of the faulty gene. They rarely live beyond their teens.

John and Anna visited 35 Boots stores on their 2,201 mile journey.

"There was fantastic support for the appeal," said John Heyworth. "We raised £21,000 in the week which will be used to fund research into AT."

Appointments

The Health and Diet Company have promoted **Peter Valentine** to operations manager.

David Cowen has been appointed to general manager for K Pharmaceuticals.

Norton Healthcare have promoted **John Pritchard** to national sales manager.

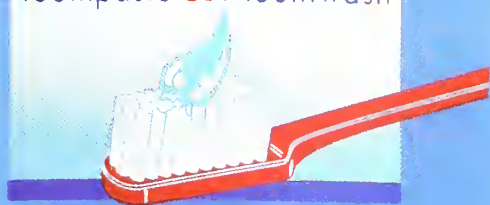
Ellie Hughes has joined White-

hall Labs as marketing manager. The new director of finance for Bromley Health is **Philip Lloyd**. Martindale Pharmaceuticals have appointed five new medical sales representatives, they are: **Jim Bryce** (Scotland); **Sally Clayden** (South East); **Eric Lynch** (East Anglia); **Melanie Thompson** (Mersey); and **Carol Willis** (Wales).

GIVE ALL OTHER TOOTHPASTES THE BRUSH OFF.

NEW TOOTHPASTE
& MOUTHWASH
IN ONE
LASTS LONGER
ECONOMICAL TO USE

thera-med
liquid **2in1**
Toothpaste & Mouthwash



LIQUID TOOTHPASTE
— COOL MINT —

TOOTHPASTE
& MOUTHWASH
IN ONE

LASTS LONGER
TO USE

thera-med
liquid **2in1**
Toothpaste & Mouthwash

LIQUID TOOTHPASTE
— COOL MINT —

At last, there's a toothpaste that's worth smiling about.

New Thera-med liquid from Henkel Cosmetics, the first and only 2 in 1 toothpaste and mouthwash.

Thera-med's unique liquid gel formula gives complete care and protection for both teeth and gums plus long-lasting breath freshness.

And, to make sure your sales really sparkle, we'll be spending £2.25 million between now and December on national TV commercials, superlite posters and an extensive PR campaign.

Independent pharmacists will also enjoy the support of a point-of-sale merchandiser and a very special introductory offer.

New Thera-med Cool Mint and Thera-med Fresh Mint, the perfect way to make a mint.

 **henkel cosmetics**

THE ONLY TOOTHPASTE AND MOUTHWASH IN ONE.



Now Nicorette® makes it easier to start stopping

Nicorette® - the world leader in smoking cessation - introduce Britain's first 3 Day Start Pack. To help more smokers than ever discover the benefits of Nicorette® Patch.

Over 90% of smokers are aware of Nicorette® Patch¹. 65% are interested in trying it². But up to now, not all of that interest has been converted into actual purchases. One reason for this is perceived cost. Although each patch only costs about the same as a packet of cigarettes, paying for seven or more at once can put a lot of people off.

Now new Nicorette® 3 Day Start Pack answers the problem! You can't recommend a more inexpensive introduction to the benefits of a nicotine patch. And your customers can't buy a more effective nicotine patch.

NICORETTE®

*You can't recommend a
more effective nicotine patch*

Ref 1: Millward Brown, June 1993
Ref 2: Millward Brown, April 1993

Abbreviated prescribing information

Nicorette® Patch 15 mg, 10 mg and 5 mg. **Presentation:** Transdermal delivery system available in sizes (30, 20 and 10 cm²) releasing 15 mg, 10 mg and 5 mg of nicotine respectively over 16 hours. **Indications:** Treatment of nicotine dependence, relief of withdrawal symptoms associated with smoking cessation. **Dosage and Administration:** Nicorette® Patch should not be used concurrently with other nicotine products and patients must stop smoking completely when starting treatment. The recommended treatment programme should occupy 3 months. One Nicorette® Patch should be applied to a dry, non-hairy area of skin on the hip, upper arm or chest in the morning and removed at bedtime. Application should be limited to 16 hours within any 24 hour period. Patients are recommended to commence with one 15 mg patch daily for the first 8 weeks. Patients who have remained abstinent should then be supported through a weaning period, consisting of one 10 mg patch daily for 2 weeks followed by one 5 mg patch daily for a further 2 weeks. Patients should be reviewed at 3 months and if abstinence has not been achieved, further courses of treatment may be recommended if it is considered that the patient would benefit. **Contra-indications, Warnings etc:** Contra-indications - Non smokers, children under 18 years, pregnancy, lactation, known hypersensitivity to nicotine or component of patch. **Precautions:** History of angina, recent myocardial infarction or cerebrovascular accident, serious cardiac arrhythmias, systemic hypertension or peripheral vascular disease, history of peptic ulcer, diabetes mellitus, hyperthyroidism, pheochromocytoma, chronic generalised dermatological disorders. **Warnings:** Erythema may occur. If severe or persistent discontinue treatment. **Drug Interactions:** See full data sheet. **Side-effects:** Application site reactions (e.g. erythema and itching), headache, dizziness, nausea, palpitations, dyspepsia and myalgia. Other subjective sensations associated with smoking cessation or nicotine administered by smoking may occur. **Legal Category: P. Package quantities:** Cartons containing Nicorette® Patches in single sachets in the following quantities Nicorette® Patch 15 mg (PL 0022/0105) - packs of 3 (£4.99), packs of 7 (£9.07) and 28 (£36.28) Nicorette® Patch 10 mg (PL 0022/0104) - packs of 7 (£8.36) Nicorette® Patch 5 mg (PL0022/0103) - packs of 7 (£7.20). **Full prescribing information available on request from:** Kabi Pharmacia Ltd., Davy Avenue, Knowhill, Milton Keynes, Buckinghamshire, MK5 8PH. Date of preparation June 1993.


Kabi Pharmacia